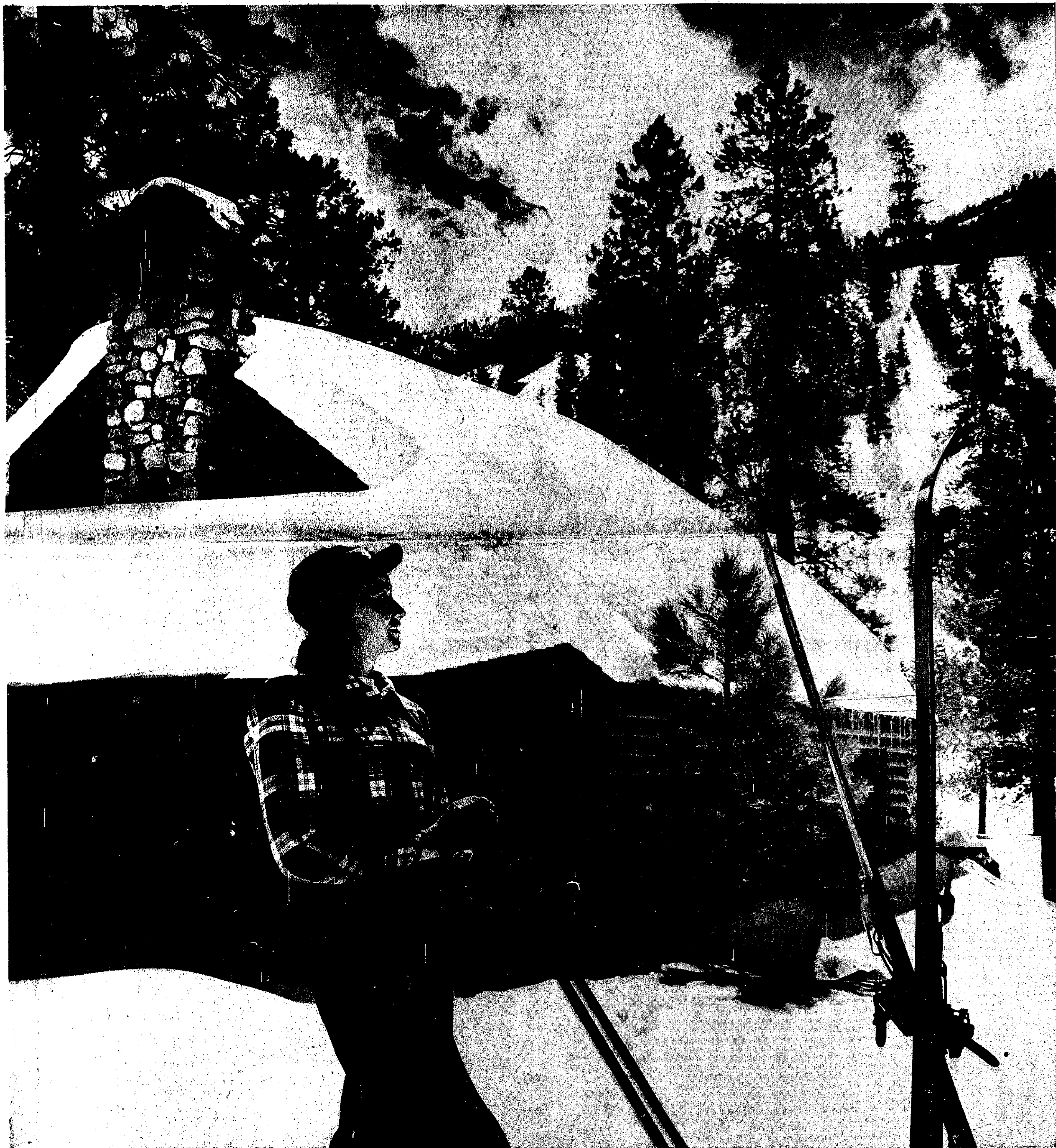


Press-Telegram  
*Southland*

LONG BEACH, CALIFORNIA, SUNDAY, FEBRUARY 5, 1950

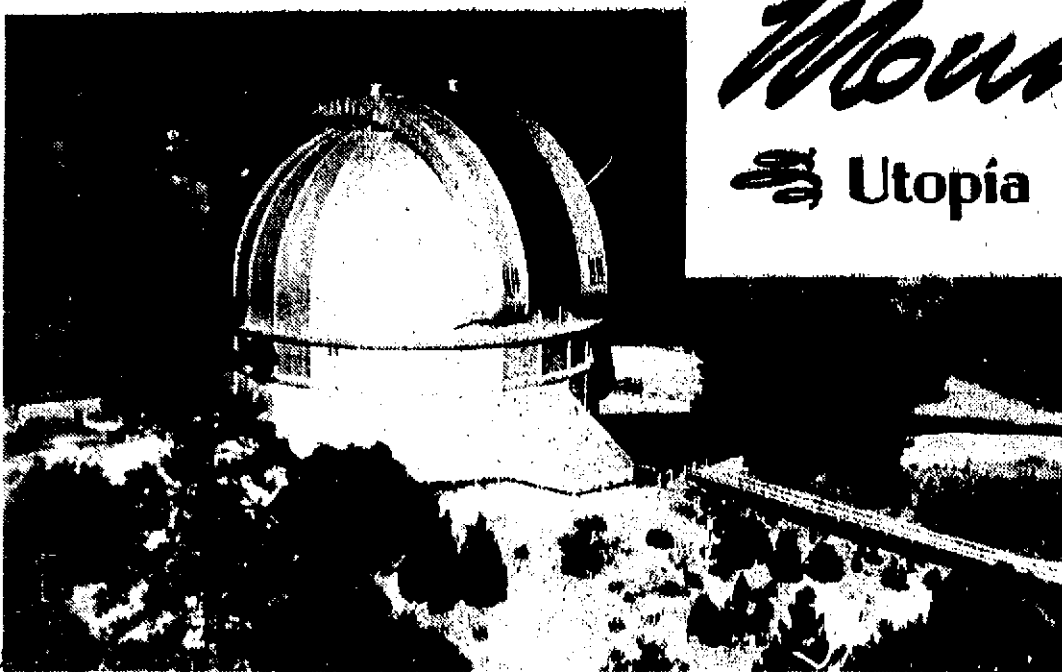
MAGAZINE  
Section



## WINTER SPLENDOR

—Photo Courtesy Desert Sea News Bureau.  
One of the marvels of the west is that winter snows and pine forests are only a few miles from sunny swimming pools. Here is a snug cabin on Mt. Charleston, 35 minutes from Las Vegas.





This dome houses the famous Mount Wilson 100-inch telescope. Much research of importance in field of astronomy has been done here over period of years.

# Mount Wilson

Utopia for Wild Creatures

By Ruth Reece

**A**N ALL-YEAR paradise, where adequate meals and picturesque living accommodations are provided absolutely free of charge!

But don't pack up right away to head for this mysterious Utopia, because anyone belonging to genus Homo Sapiens need not apply. This free haven is only for those timid little creatures of the deep forest—the scampering gray squirrel, the soft-eyed, gentle deer and her wobbly-legged faun, for the peace-loving blue bird, the quizzical Jay, the plump little chickadee, and others who might perish but for the kindness of one man.

For the past 27 years, Albert C. Childs has been feeding birds and animals atop Mount Wilson, until now his little domain is like an enchanting Walt Disney set where animals, birds and human beings are friends. When he first assumed his duties as managing director of the Mount Wilson Hotel Co. in 1922, Childs immediately became interested in the wild life of the area. The deer were afraid to venture near but, while heavy snows of the first winter lay on the ground, they found the troughs of food set out for them at a safe distance from the hotel. The next year the food boxes were moved closer in. Each year Childs placed the food for the deer nearer to the hotel until he had succeeded in winning their confidence.

Today, there are about 40

deer partaking of the hospitality of Mount Wilson and who wander about the grounds of the hotel, happy and unafraid, to the delight of the hotel's visitors. The deer, even the baby fawns, will eat from the hand of any visitor who remembers to take along some fresh fruit or a vegetable. Grapes are a favorite. In fact, a deer eats anything a human being eats, except meat.

Vying for attention are the playful, gray squirrels who scamper hither and yon among the deer to take peanuts from the visitor's hand if they are hungry. Everywhere are the birds, underfoot, so thick they make black splashes on the ground. They are so tame they will hop right down on your outstretched hand for any tasty morsel you offer them. Childs estimates he feeds, the year around, about 300 bluebirds, 200 Oregon Juncos and 100 chickadees, not to mention a great many California Jays and their cousins, the top-knotted Stellar Jay. These are only a few of the 60 varieties of birds that have been identified at Mount Wilson.

"The bluebird is the best behaved of all the birds, while the jays are constantly quarrelsome," Childs says. He believes that most birds will not migrate during the winter if they can get plenty of food where they are.

**F**AVORITE of everyone, visitors and hotel employees alike, is the doe, Nan, now 12 years old, a graceful beauty who seems years younger. Enduring the rigors of the wild, a deer is old at 7 or 8 years of age, but some of Albert Childs' domesticated deer have lived to be 16 years old. Nan was struck by a careless motorist a number of years ago and badly injured, but she recovered with only herself as doctor, steadfastly refusing any aid. Her left hind leg was broken and she still walks with a limp.

Nan, her twin, Fanny, and 10 or 12 other deer follow Childs around the grounds, like dogs. When they hear him open the garage door to get his car, they stand and watch, and no matter when he returns, they come bounding to meet him at the first sound of the wheels, for they suspect he has brought back some tidbits for them among the sacks of groceries.

The manager at Mount Wilson is a Long Beach man, David W. Bloodgood, who shares Childs' interest in the wild life of the mountains. "Every morning Nan comes in the cafeteria for her breakfast, along with the rest of us," Bloodgood relates. "She wants



Albert Childs feeds tidbit to one of tame deer which frequent area atop Mount Wilson. Birds and animals find kind treatment there.

a big piece of pie and will eat any kind, but is especially fond of berry pies; so we always manage to save some for her. I've even seen the cook "stash" away a juicy piece when he sees the supply getting a bit low."

The Mount Wilson deer belong to the black-tailed mule deer variety, and of the herd of 40, as many as 25 or 30 often are seen together at feeding time. But Childs recalls there were about 124 deer before the big storm of March 1 and 2, 1938, when the mountains got 26 inches of rain in 48 hours. Many deer were lost at that time. Then on Feb. 19, 1943, from 5 p. m. until 7 a. m. the following morning, 72 inches of snow fell on the mountains. When it had stopped snowing, only 13 deer struggled back. Between the storm and the coyotes, the herd was depleted. Does have fawns once a year, in the springtime, and invariably give birth to twins.

Mount Wilson is less than a two-hour drive from Long Beach, overnight visitors to Mount Wilson may occupy modern rooms at the hotel or live in cozy, two or three-room, modern cottages. It is the boast of the management that rates have not changed during the past three years.

**M**IDWINTER storms frequently transform Mount Wilson into a glistening fairyland, and winter attractions include toboggan slides of short distances which are safe for children. There is also skiing for non-professionals. Evenings are spent in the cheery glow from blazing pine logs in the hotel fireplace, after an exhilarating day in the snow.

On a clear day, visitors at Mount Wilson can see Catalina Island, 67 miles away, and the ships in the Long Beach-Los Angeles Harbor. At night, the lights of 60 cities, a sight unequalled in all the world, can be observed.

At all times, one may visit

the television stations at Mount Wilson, as well as the 65-foot and 150-foot solar telescopes, the 60-inch and the 100-inch reflecting telescopes. The Mount Wilson Observatory has been, for many years, the largest of the more than 15 branches of the Carnegie Institution of Washington. The site of the present observatory was leased to the Carnegie Institution by the Mount Wilson Hotel Co. for a period of 99 years for the sum of one dollar, with an option to renew the lease for an additional 99 years if desired.

Mount Wilson has become the television and frequency

modulation transmitter capital of the United States, it is claimed, and more people can be reached with television and F. M. from Mount Wilson than from any point in the world. At the present time there are seven television and four F. M. stations operating there.

Each night, the 12-inch telescope directly in front of the hotel, is open to the public, following an illustrated, astronomical lecture in the hall of the hotel at 7 p. m., given by Childs, who has noticed that 99 per cent of the people to whom he lectures are abysmally ignorant of the wonders of the universe in which they live.

## IT'S AN ANTIQUE

# Early Silver

By Mary Lou Zehms

**S**ILVERSMITHING on the continent has been traced back to the 5th Century. However, very little early plate has survived. The dire need for money caused much secular plate to be melted for its metal value. Silver made for use in churches was often buried in the ground to save it from the ravaging hordes that scourged Europe during the middle ages.

There is such a small quantity that has been found that it has been difficult for researchers to gather much data on the subject. Very few records have survived and those that have are usually in such a state of decay as to be practically unreadable.

However, the very early examples of plate still extant, and now to be seen in museums, prove that they were the work of great artists. Even as early as the 8th Century, many magnificent pieces were wrought.

The silver spoon, shown here, was brought to Long Beach by a former resident of Holland. Although it resembles an apostle spoon, it is no doubt a birth spoon since it bears the name "Pieter Claesz Giewerts" ANNO 1653. Most of the Dutch silver carried the Lion as a hallmark, taking it from the early English hallmarks of the 17th Century. This spoon has the lion, and the letters z/z on the left of the handle with the letter T on the right (which usually signified the town where it was wrought.) The top of the handle is the face of a warrior.

While checking the early identity of this piece, this writer came across another spoon, very similar to the one shown here, that was made in New York by silversmiths Henricus Boelen who died in 1755. It is in the Museum of the city of New York.

**I**T MUST be remembered that New York silver of the 17th Century differs perceptibly from the silver made at the same period in the other American colonies. The two separate sources of inspiration were the Dutch and the English. It is therefore very likely that a Dutch silversmith in Holland in 1653 could have traveled to the new world and within a few years could have been producing the same designs in workmanship that he wrought while in his native country.

Practically all New York silver was produced after the city passed under British rule in 1664. But the Dutch residents were little affected in their cultural outlook by the po-



This Dutch spoon made in 1653 is a rare antique.

litical change, being essentially conservative and tenacious of their usages and mode of life.

Apart from heraldry, the Dutch often stamped or moulded masques of the "hero of the hour" on the handles of their spoons. Their work is marked by rugged simplicity of contour and their silver pieces are characterized by massive substantiality.

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FRED TAYLOR KRAFT  
Magazine Editor

# Valentines TO MAKE AT HOME



Cowboy style, a la 1950, and traditional lace valentines are exchanged by Larry Conner and Judy Cosper.

By Iule Armin

**O**NCE upon a time ribbons and lace were the ingredients of Valentines. Today, almost anything goes into making them.

For example: Hearts cut with a scroll saw from wood will bear sentiments guaranteed to last. A real nail sent along with the suggestion, "I'd like to nail you for a lifetime valentine." A tiny, heart-dressed

doll placed in a ribbon-tied walnut shell, may prove, "I'm nuts over you." Or a snapshot of the sender behind a cellophane screen in a pictured television set brings the valentine business right up to the minute in style.

All this, however, does not mean that frills and sentiments are out of date. Bless Cupid, that may never be! A package of lace paper doilies can be cut into the daintiest of hearts, or used to ruffle-edge, red-lettered messages of love. Any pretty picture, whether drawn or clipped from a magazine, may be mounted on a folded paper spring, pasted to a bright red heart and decorated with paper lace.

Valentines have long made use of double meaning words and it is fun to see how many you can think of that will add a bit of humor but still bring a message of love. A small ruler could be sent with a heart reading, "You rule my heart." A needle and thread used to sew a lace edge on a paper valentine, could be sent right along with it, if the ques-

tion the valentine asked read, "Do you need little valentine like me?" A heart-decorated train engine might chug out the message, "I choo-choose to be yours." Joined hearts carrying the suggestion, "Let's be sweethearts," would be proper if tied to a penny lollipop or tucked in a dollar box of candy.

**A**RADIO can offer the opportunity to sing for a valentine. A folded paper boat might carry a pair of heart-decorated oars, or a sailor boy with his heart on his sleeve, saying, "Let's get rownantic." A bunch of heart-shaped balloons could each bear one word of the message, "Above all else, I want you for my valentine." A large, plain heart framed in a piece of rope would be most appropriate for a cowboy who says, "I'd like to rope you in for my valentine."

Strings of hearts can be made larger and used for room decoration, or small enough to be folded up and sent through the mail. Cut the largest heart first. Trace it twice on red paper. Then shearing a narrow border off the pattern, trace it twice again. Continue this way of making hearts smaller and smaller until you have at least five pair. String one set with the smallest heart at the top, and put a few words of the following message on each. "If of me you think quite well, my heart will swell and swell." String the other hearts with the largest at the top. On those hearts print, "If of me you do not think, my heart will shrink, and shrink, and shrink." These claims may be made as long or short as desired.

**B**IRDS, butterflies and small animals are always popular mail carriers on valentines. Give a cat a yarn or pipe cleaner tail and let him carry a heart reading, "My love for you shall never fail, as long as kitty has a tail." A gay feathered rooster can shout, "To have you for a valentine would be something to crow about." A yellow duck may quack, "I think you're just ducky." A brown teddy bear can be cut from either paper or fuzzy outing flannel mounted on stiff paper. Let his valentine message read, "This bears my love to you."

A folded heart with a flying butterfly is fancy enough but

easy to make. Just trace and fold the pattern below it. Or, draw a heart on a long sheet of paper. Then trace half of this same heart against each side of the center heart. Draw half of a butterfly and trace it on the outside edge of the half heart. Fold the half hearts over the center hearts like doors. Bend the butterfly's wings up and it will look as if he is flying with the valentine heart. Hide a secret message inside.

Paste, paper, crayons and a bit of imagination are all that is needed to turn messages of love and friendship into gay valentine greetings. Mix well and the variety produced is great—as is the fun of making them.



Valentines of varying sizes may be strung together with messages indicated above. Lace doilies lend themselves to cut-out backgrounds for other ideas.

—Photos by H. S. Melvin.

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3

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# Lifetime Learning

Adults in Long Beach rank among the best educated in the U. S. One reason for this is the adult division of Long Beach City College in which more than 25,000 persons are expected to enroll in some form of instruction during 1950. The spring enrollments start Monday.



Home skills such as sewing contribute to the economic well being of a family, in the opinion of these women who are learning by doing.



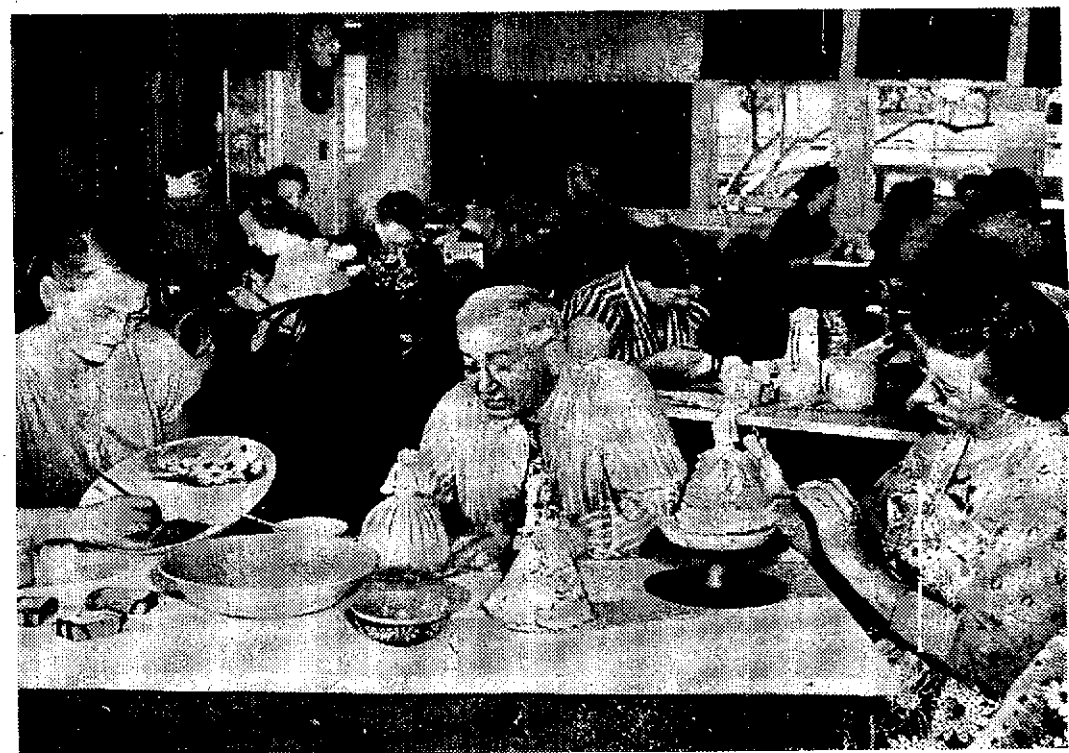
Education for the solution of problems in a democratic society includes training in the total range of human learning. Here, mothers are shown in a neighborhood preschool class learning skills of rearing their boys and girls.



Development of a hobby such as upholstering not only improves the family standard of living but promotes mental health by activity.



Self-appraisal and scientific tests assist many young adults in first steps to jobs.



Cultural development and appreciation of the arts is a major aim of adult classes. Ceramics here hold rapt attention of students.



Adult education unifies people of a democracy, increases their efficiency and solidarity and elevates their social purpose. Natural talents find expression in a class such as this in painting.



Hundreds of residents of Long Beach from foreign lands acquire a knowledge of English, study for citizenship tests in adult classes of City College. Some 400 different classes are offered.

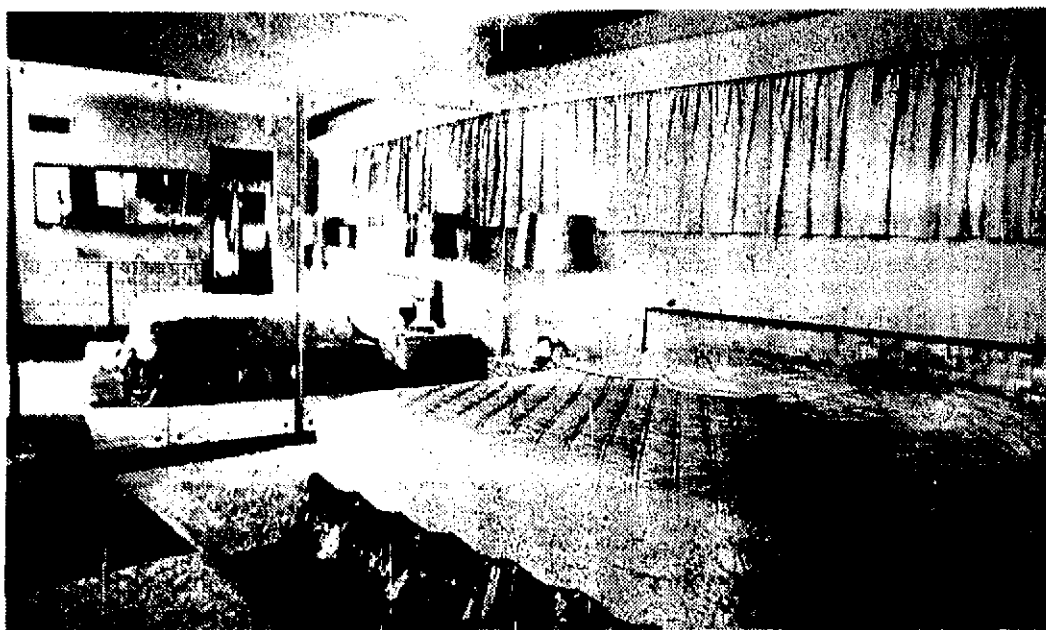


# Secluded Garden Scene

By Dorothy Killam



These windows in the Woolard living room take up most of one wall and part of another. Modern furnishings are used. Pull draperies are in leaf design.



Master bedroom wardrobes have been mirrored, making the room appear spacious on a grand scale.



Corner windows, designed in egg-crate framing, and redwood siding provide interesting front exterior.

This is a view down hall from front door. The hall leads past living room and into the dining room.

A VISTA of flagstone patio, lawn and tropical planting may be enjoyed from nearly every room in Mr. and Mrs. Clifford Woolard's home at 19 La Linda Dr., Los Cerritos. Because the house is built in a U-shape around this patio, floor-to-ceiling windows in nearly every room frame scenes of the secluded garden. Planting boxes built beneath these windows are filled with tropical plants which can be enjoyed as much from inside as from without.

The hall leading from the entrance to the living room and dining room is unusual because it is slanted at an angle and one of its walls, which is of glass, provides the living room with a view of the garden. One side of the living room can be opened to the hall or closed off from it by folding doors of leatherette, which slide on a traverse track. With this arrangement it is not necessary to go through the living room from the front door or den to reach the dining room, kitchen or bedrooms. The master bedroom and den-guest room are built far back on the lot, away from the street, for more privacy. The master bedroom has a wall of glass overlooking the patio, but sheer curtains shield it from view from the patio by day. A spacious window in the den-guest room looks out on a small back garden.

Corner windows of egg-crate design across the front and redwood siding give the house an interesting appearance from the street. Trees and tropical planting in boxes beneath the windows and around the entrance add to the beauty of this home. The garage fronts on the street and forms a narrow passageway to the front door. Inside the front door, a small entry gains natural light through a panel of opaque glass.

ON ONE side of the entry is a small powder room, which is conveniently close to the den for added convenience if this room is ever used as a guest room. On the opposite



—Photos by Charles Telly.

The beauty of a secluded garden is part of the finely designed and appointed home of Mr. and Mrs. Clifford Woolard. When folding leatherette doors in the living room are opened, the garden and patio are seen through this hall window.

side of the front door and built at an angle to the den is the living room.

Walls in the living room are the same gray-green color as the exterior walls, which partially surround the patio. This similarity in color further unites the indoors and outdoors. Valances over the wide expanse of egg-crate windows are painted the same color as the walls. Draperies in a leaf pattern on a gray background pull for privacy at night.

Parquet floors throughout are partially covered by gray carved carpeting cut to leave an even margin a little over a foot wide around the edge of the rooms and hallways. The fireplace and woodbox are built together and jut out into the room with a raised hearth extending the length of both and with a niche for planting above. The pencil stone of the fireplace is surrounded by birch finished in a natural tone.

The contemporary furnishings are designed in sophisticated lines, and forest green is the predominate color. A hassock is large enough for several people to sit on and square in shape. Sectional pieces per-

mit a variety of furniture arrangements. Tables are of blond wood.

A wall of glass in the dining room is also patterned in an egg-crate design and looks out on the flagstone floor of the patio, which is furnished with comfortable yard furniture. Blue-green curtains can be pulled across this window, either to insure privacy or to filter the light on sunny days.

WALLS in the dining room are painted canyon pink, with the exception of one, which is papered in a pink and blue-green abstract pattern on a gray background.

The kitchen is built parallel to the dining room, with cabinets and counters built in a slight jag which forms the passageway between the two rooms. These built-ins make table setting and serving in the dining room easier. A round table and plywood chairs make a charming little dining corner at one end of the kitchen. Blue and white striped curtains trim the windows, and paper is a small pattern of red, blue and yellow.

Cabinets in the kitchen are

finished in natural wood tones and the work counters are yellow. Ceilings and walls are painted blue for pleasing contrast.

Directly across from the dining room door is the linen closet built in the bedroom hall, its doors make an attractive view from the dining room and with this arrangement the bedrooms are not visible from the dining room.

One wall of the master bedroom is devoted to wardrobes, which have mirrored doors. Plastic knobs on the doors add to the sparkle. Another wall is of glass, which is hung with sheer knobby curtains and floral draperies. The sun shines in these windows in the morning and the moon at night.

A NARROW slit of windows high above the headboard of the bed are hung with pink curtains which can also be pulled and which match the bedspread. A ruffle around the bottom of the bed is the same floral pattern as the draperies. Two chairs, one gold and one green, add to the comfort of this room.

A dressing room between

master bedroom and bath is lined with closets and cabinets for such things as shoes, bags, hats and dresses, coats and suits. The bath can be reached from this dressing room or from the bedroom hall.

The combination den-guest room has a large expanse of glass overlooking the back garden and a glass door opening into it. A pair of studio couches which can be used as beds during the night are placed at right angles to one another.

## Pet PARADE

By Bill Conway

EACH YEAR, as springtime approaches, there is a hue and cry from people who know little about dogs, concerning the danger of rabies.

There is, of course, a definite threat. But, also, there are many fine dogs destroyed because of a certain annual hysteria which has no foundation.

Any capable veterinarian will tell you that the disease of rabies (we used to call it hydrophobia) is not common. A dog that runs in circles and foams at the mouth is not necessarily a victim of the disease but it is only a matter of common sense to be careful. Maybe it's just "running fits," which afflict many dogs at about three years of age.

Best thing to do, if you fear rabies, is to stay away from the dog and call a veterinarian. Safety comes first, of course. But maybe the vet could save your dog.

LONG BEACH dog owners fared well at the show held in San Bernardino recently.

Winners included Patricia and Paul Hicks, with a female Basset hound; Mr. and Mrs. Don Leewe with a male Basset, Mr. and Mrs. George M. Davies with a male cocker, Nelse O. Olson with a male cocker, Mr. and Mrs. Stafford Park with their female Kerry blue, Mr. and Mrs. D. A. Amundson with a German shepherd male, Mr. and Mrs. Howard L. Thorp with a male chow, Mr. and Mrs. Ralph W. Woods with a female chow, Mr. and Mrs. Victor D. La Plante with a male wire-haired fox terrier, Jack and Marguerite Stewart with a Dalmatian, Verdie Price, with a German shepherd male, and Margaret E. Johnston with two smooth Chihuahuas.

(Advertisement)

### How To Help Your "Scratching" Dog

Does your dog constantly scratch, dig, rub and bite himself—often until his skin is raw and sore? He may be perfectly clean and free from parasites, but suffering from intense itching irritation that has centered in the nerve endings of his skin. He is in torment and can't help scratching—unless you try to help him. Try giving him Rex Hunters Dog Powders at any good drug store, pet or sport shop. Only 30c. (Large box only \$1.00.)

Important: Continued diarrhea—rectal tearing. When your dog shows such symptoms, suspect Worms. Rex Hunters Dependable Worm Capsules give immediate results.

Press-Telegram Southland Magazine

## Camera ANGLE

By The Shutterbug

JUST the right amount of snow has fallen in the mountains of the Southland to tempt camera fans into action. Snow transforms familiar scenes into new picture material that is worth the extra effort to go after. It brings on new activities, especially with sports fans, that deserve a place in the family album.

Snow acts as a wonderful reflector so you can shoot a bit faster or close your shutter down another stop. The effect is similar to shooting a beach or water scene in summertime. It enables box cameras with slow film to get good exposures. An average snow scene on a sunny day with people in the foreground could be shot at 1/100th of a second at f11.

The texture of the snow is best rendered with side or back lighting. But be sure you have an adequate lens shade to prevent glare hitting the lens. A lens shade is protection, too, should snow be falling. Holding a paper above, but out of range of, the lens will keep the flakes from landing too large in the finished picture.

A medium yellow filter is best for most scenes which include the sky. But if the sky is a deep blue you can do without it. A polaroid filter is handy when shooting an icy surface against the light to eliminate glare.

Scattered black masses of trees, shrubs or buildings can be a distraction. It's better to come in close and use a dark branch to frame a winter scene. The long shadows of early morning or late day can enhance the texture of the snow scene, especially if there are ripples or ridges.

Any trace of oil or moisture in the shutter can freeze in extreme cold and gum up the works.



—Photo by Sun Valley News Bureau.

Ski fans and snapshooters can have real fun this month. This action snap was taken at Sun Valley.

Don't blow snow flakes off the lens—the moisture in your breath is just as bad. Use lens tissues or a small bulb syringe. It's best to keep the camera in the trunk compartment of the car rather than in the heated interior before taking it out in the cold. Any sudden change of temperatures is bad for the gears and innards of precision cameras but the box cameras don't seem to mind it at all.

THE adult education division of the Long Beach City Schools is again offering a basic and advanced course in photography. Under the direction of Frank Lindgren, instructor of photography at City College these classes have proved very popular. Many salon contributors among local amateur photographers have received their basic training from these courses.

This is the week to enroll. Just report to the class at the first meeting this week. The instructor will provide the proper forms for registration.

These classes, like all others offered by the City College, are tuition free. The student, however, must pay for the materials he uses in the class.

There are three classes to be offered this semester for beginners. They are as follows: Monday, 7:30 to 10 p. m., Room 211 at Lakewood campus; Tuesday, 7:30 to 10 p. m., Room 312 at Polytechnic High; Wednesday, 7 to 10 p. m., Room 14 at Jordan High; Thursday, 7 to 10 p. m., Room 313 at Polytechnic High, with Frank Lindgren, instructor.

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# Fare for Patriotic HOLIDAYS

By Mildred K. Flanary

**F**EBRUARY is steeped in the traditions of Abraham Lincoln and George Washington and the legend of the cherry tree as told by the McGuffey Reader.

Feb. 12, the birthday of Abraham Lincoln, calls for some hearty, backwoods fare that he is supposed to have eaten in childhood.

Cover the table with a red and white table cloth. Set fat or chunky candles into jelly glasses or insert them in cylindrical holes bored into raw potatoes or turnips or apples. Be sure to slice enough off the base to make the fruit or vegetable holder steady and not too easy to overturn.

Geraniums or hen-and-chickens or something like sansevieria (snake plant) make the right kind of centerpiece. Then serve.

Creamed chicken and corn bread shortcakes  
Pickles Bread

Split rail salad Jelly  
Beverage Soft ginger cookies

Pork chops special a la Lincoln  
Toasted cheese biscuits  
Carrot, green pepper in gelatin molds  
Cranberry upside down cakes  
Coffee Tea

And to prepare the pork chops and split rail salad, do them this way:

**Baked Pork Chops**

6 pork chops  
1 can artichoke hearts  
2 8-ounce cans tomato sauce  
2 cups cooked rice  
Brown rice in greased baking dish. Arrange pork chops on top and artichoke hearts around sides of dish. Cover with canned tomato sauce and bake 1 to 1½ hours in slow oven (300° F.) depending on thickness of chops. Serves 6.

**Split Rail Salad**

Season cottage cheese with grated onion and fold in seeded raisins. Pile cheese in center of greens on salad plates. Arrange narrow strips of carrots and celery fence-fashion around cheese. Serve with mayonnaise.

The best dessert choice would be two or three chocolate rails—in honor of the great rail splitter. However, it might be easier to get these at your local bakery.

For George Washington's birthday use red, white, and blue as the color scheme. Hatchets and cherries are, of course, the accepted symbols for decorations.

Formality seems to be more indicative of a Washington

menu, and we suggest the following:

Escalloped oysters  
Thin slices of baked ham  
Pickled pears Candied ginger.  
Canned peaches Pound cake  
Beverage

Roast turkey with dressing  
Cranberry sauce hatchet cutouts

Buttered limas with whole kernel corn  
Fresh fruit salad  
Beverage

Cranberry sherbet  
Frosted cake squares

The cherry tree story as told by the McGuffey Reader has made the cherry a Washington day tradition. Certainly, then, a cherry pie is a necessary accessory. It will do for a dinner dessert or for party refreshments.

The one shown in the accompanying illustration is particularly festive and can be prepared in 10 minutes. The crust is made with cereal flakes, crackers or cookies. First, be sure to crush the crumbs very fine. You can't overdo this step. Next, mix the crumbs together. Though crumb crusts can be chilled to set them, they will always do better if you bake them about 8 minutes in 350° F. oven. Here is the filling:

**Cherry Pie**

1 No. 2 can sour cherries  
½ cup water  
½ cup sugar  
¼ teaspoon salt  
½ teaspoon almond flavoring  
1 package instant vanilla dessert

1 9-inch baked pie shell  
Drain cherries; measure 1 cup syrup, and pour into bowl. Add water, sugar, salt, almond flavoring and instant vanilla dessert, and whip rapidly with a rotary beater 30 seconds, until smooth. Combine with sour cherries and turn into pie shell and chill. Makes 6 servings.

**Washington's Birthday Cookies**

½ cup fat  
1 pkg. vanilla or butter-scotch pudding mix  
1 egg  
1 cup sifted enriched flour  
½ teaspoon soda  
½ teaspoon cream of tartar  
½ teaspoon salt  
1 cup quick or old-fashioned, uncooked egg white sugar  
finely chopped nutmeats  
cherry preserves

Cream fat; add pudding mix gradually and cream until fluffy. Beat in egg until light. Sift together flour, soda, cream of

tartar and salt. Add to creamed mixture with rolled oats, mixing thoroughly. Form into small balls; dip in slightly-beaten egg white, roll in sugar and then in nutmeats. Place on greased baking sheet. Punch a hole in center of each cookie and fill with preserved cherry. Bake in a moderate oven (350° F.) 10 to 15 minutes. Makes 3 dozen cookies. Time: 12 minutes.

Doll-like little figures made with popcorn in roughly-shaped images of George Washington will be novel. Use the same recipe as that for popcorn balls and then mold the figures. Here is the recipe:

**Popcorn Balls**

1 cup sugar  
½ cup white corn syrup  
½ cup water  
¼ cup butter  
¼ teaspoon salt  
¼ teaspoon vanilla  
3 quarts popped corn

Put sugar, corn syrup, water, butter and salt in a saucepan and cook, stirring until the sugar is dissolved. Continue cooking without stirring (270° F.) until syrup forms a brittle ball in cold water.



Molded figures in the rough image of George Washington can be lined up to march across party board.

**Cherry Roll**

2 cups sifted flour  
3 teaspoons baking powder  
1 teaspoon sugar  
½ teaspoon salt  
6 tablespoons shortening  
½ cup milk  
1 can red cherries  
1½ cups sugar  
1 teaspoon vanilla  
1 teaspoon mace  
Sift together flour, baking powder, salt and sugar. Cut in

shortening and pastry blender or fingers. Add milk gradually to form a soft dough. Knead lightly. Roll out to ¼-inch thickness. Drain juice from cherries. Add sugar, mace and vanilla. Spread over dough. Roll like a jelly roll. Dot with butter. Pour 2 cups of water over roll which will produce its own sauce. Bake 35 to 40 minutes in moderate oven (350° F.). Serves 6-8.

**Virginia Peanut Pie**

¾ cup sugar  
¼ teaspoon salt  
2 tablespoons butter  
¾ cup ground peanuts  
1 tablespoon vanilla  
1 baked pie shell  
2 tablespoons cornstarch  
1½ cups milk  
2 eggs  
4 tablespoons sugar,  
dash mace  
Combine ¾ cup sugar, salt,

cornstarch in double boiler. Add butter and stir in egg yolks. Cook until thick. Add ground peanuts. Pour into pie shell. Beat egg whites stiff. Add mace, vanilla and 4 tablespoons sugar. Beat until stiff but not dry. Cover with meringue and bake 15 to 20 minutes in a slow oven (300° F.). Serves 6-8.

Not strictly a holiday food, but for breakfast try:

**French Toast**

1 egg  
1 cup milk  
few grains salt  
2 tablespoons molasses  
5 bread slices  
butter  
Beat egg; add milk, salt and molasses. Mix well. Dip the bread slices in the egg mixture. Brown the slices in butter, turning once. Serve hot with butter. Serves four.

## GET THE Ten Top Favorites FROM MARTHA MEADE'S RECIPE BOX



### Cocoa Spice Cake

Sift flour before measuring.  
Use level measurements for all ingredients.  
Have all ingredients at room temperature (about 70°).  
Preheat oven to baking temperature, 350°, a moderate oven.  
Grease and flour 2 layer pans, 8-in. diam., 1¼ or 1½ in. deep.  
Measure into a mixing bowl—

1½ cups high grade vegetable shortening  
1½ cups granulated sugar  
½ teaspoon powdered cinnamon  
¼ teaspoon ground nutmeg  
¼ teaspoon powdered cloves  
Cream together until light and fluffy. Add gradually, beating constantly—  
½-¾ cup whole eggs, well beaten (2 large)

Add—  
½ cup cocoa, mixed to a smooth paste with  
½ cup hot water

Beat until ingredients are blended. Then sift together twice—  
2 cups sifted Sperry Drifted Snow  
"Home-Perfect" Enriched Flour  
1 teaspoon double-action baking powder  
(or, 1½ teaspoons single-action baking powder)  
¾ teaspoon baking soda  
1 teaspoon salt

Add sifted dry ingredients to creamed mixture alternately with—  
1 cup buttermilk, or sour milk\*

Beat until well blended. Pour batter into prepared pans and bake in a preheated oven for 30-35 minutes. Remove from oven and let stand in pans for a moment before turning onto wire cake racks to cool. Spread Chocolate Butter Icing between layers and on sides and top of cooled cake, 12 servings.

\*NOTE: To sour sweet milk, place 1 tablespoon vinegar or lemon juice in measuring cup, then fill to 1 cup level with sweet milk. Let mixture stand 15 minutes before using.

**CHOCOLATE BUTTER ICING**

Measure into a mixing bowl—  
½ cup soft butter  
½ cup sifted powdered sugar

Cream together until smooth. Then add—  
2 cups sifted powdered sugar  
½ cup cream, or undiluted evaporated milk  
2 squares unsweetened chocolate, melted (2 oz.)  
1 teaspoon vanilla extract

Beat until fluffy and well blended.

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### The Ten Top Favorites From Martha Meade's Recipe Box

- 1 COCOA SPICE CAKE
- 2 DE LUXE APPLE PIE
- 3 FRUITED POUND CAKE
- 4 VELVET CHIFFON CAKE
- 5 MAGIC FRUIT MIX
- 6 FUDGE MOUNDS
- 7 JELLY MERINGUE SQUARES
- 8 APPLE NUT BREAD
- 9 COUNTRY SUPPER MACARONI
- 10 RAISED OVEN DOUGHNUTS



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## 'Ranch' Furniture

By Elizabeth Hillyer

**N**EW FURNITURE for the "ranch type house" made important news at the recent home furnishing fashions previews in Chicago at the Merchandise Mart and the American Furniture Mart.

Just what a "ranch type house" is anybody's airy guess. The term is tossed off to mean any new house that hasn't a second story and isn't sternly modern, and before all of them are built it will be tacked on to all kinds of architecture. One builder already advertises "French Chateau Ranch Houses." But whatever a ranch type house is, people want it more than any other kind. A recent survey claims 80 per cent checked it as first choice when they build.

Whatever a ranch type house turns out to be, there will be plenty of new furniture to fit it. Country quaint, boots-and-saddles western and simple

contemporary styles all are said to be specially planned for the ranch type house. And one manufacturer had an idea that what was needed was an especial kind of furniture. Reasoning that 18th Century English furniture is a big favorite, but too formal for a "ranch," the maker designed his group to incorporate elements of its style and elegance into small, less formal pieces.

The furniture wood he used is cherry. Veneers are used on solid cherry. Veneers make possible the curved and serpentine fronts for chests and cabinets. Thus the effect is different from the usual cherry which is all solid and sticks to straight front design. The style direction is toward a semi-formal feeling, less formal than 18th Century English, but more formal than American Provincial.

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"I think the boy looks just like you and the girl looks just like me."

Sunday, February 5, 1950



## SPRING'S SLIM SILHOUETTE



Budget worries concerning spring styles can largely be shunted aside because the best of the fashions are represented in middle price brackets. As proof, see the navy-and-white print dress, above, in cupid-and-heart motif with red bolero.



Spring's slim silhouettes include the brown-and-white-check nylon suit dress, above. It has a batwing-sleeved jacket with shoulder-spread collar overlaid in white pique which is repeated on cuffs. The dress is belted with brown patent.



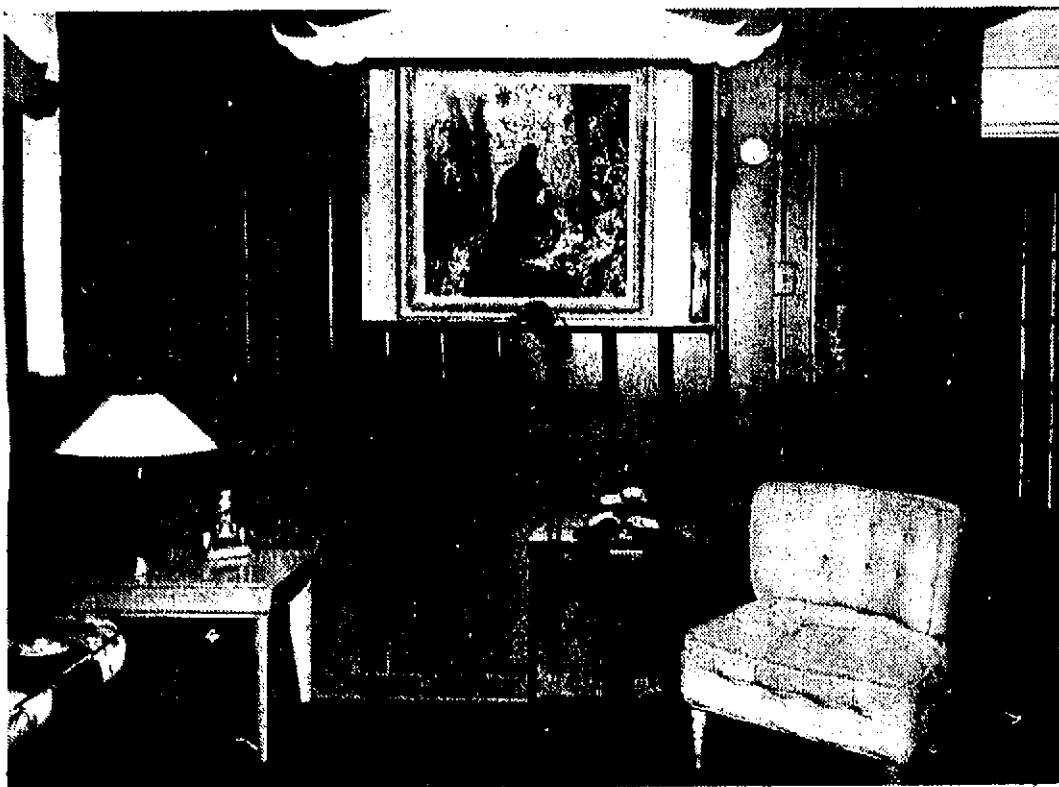
Here is a red, white and blue silk taffeta cocktail dress with huge bow at shoulder-baring neckline and slit hipline pockets on full skirt. As with many of the top-flight fashions, the slimmess of spring is often in effect more than actuality.



Brown nylon net is employed in making this evening costume. Beige-and-brown tones of net are used to fashion the portrait collar and side-paneled skirt. Many pretty party dresses of above-the-ankle length are in the spring line-ups.



This two-piece costume has a scarf neckline of black-and-white-check silk and buttons through shoulders of red sheer wool bolero. Print trim is repeated on the cuffs. Belt of black patent leather helps to emphasize trim lines at waist.



This wall was built over the back of the living room fireplace when a lanai was added to the home of Mr. and Mrs. Leo Malco. Storage space is included.

By Althea Flint

**H**OME-MAKING and artistic talent have been successfully combined to add a delightful charm to the home of Mr. and Mrs. Leo Malco, 250 Santiago Ave. Mrs. Malco has used her artistry, in which she has considerable talent, to decorate the walls of her home with many paintings.

In the bedroom of two of the Malco children, David, 7, and Elaine Ann, 1, the walls are decorated with circus animals painted by Mrs. Malco—to the great delight of the children. A silly-looking monkey painted opposite the beds helps take some of the reluctance out of the children's bedtime hour.

The third member of the Malco family is Anna, who is 15 months old. Many of Mrs. Malco's paintings were taken from arrangements of Chinese objects of art from the collection of Mrs. Perry Vander Mied. These jades, bronzes and brocades are engagingly employed to point up the simplicity of modern furnishings. The wall above an antique organ has been decorated appropriately with a still life painting of full-blown yellow roses.

**O**VER the mantel in the living room hangs a painting of a Chinese mother with

## Brush and Palette Charm

her baby strapped to her back in native fashion. Mrs. Malco did this painting soon after her youngest daughter was born. Hanging over a modern cabinet is a painting of an exquisite Chinese vase.

A large window in the living room overlooks a view of the Recreation Park golf course, and placed in front of it is a curved couch of moss green. Two curved beige chairs are grouped in front of the fireplace. Walls of cement block which have been painted white lend interesting texture. Woodwork and beamed ceilings are painted a mustard color.

A lanai has been added to the back of the living room, overlooking the garden through a wall of glass. Since the lanai also adjoins the kitchen, sliding doors were built between the two rooms. A counter built below the doors provides breakfast and luncheon space. Diners perch on tall rattan stools. A pinch-pleated valance over the doors matches one over the wall of glass.

Because the back of the living room fireplace juts out into this room, it was disguised with siding in which a niche for Mrs. Malco's paintings was built. Closets on either side

take up space that otherwise would have been wasted.

On the adjoining wall is a window which has been fitted with shelves decorated with knickknacks. The cornice, cut in a Chinese pattern, was also designed by Mrs. Malco. Two Chinese scenes, one portraying a drummer and the other a fisherman, enhance this wall. The wall of glass which opens onto the back garden makes this an ideal place for the children to play and adds space for entertaining.

**A** STUDIO has been built on the front of the house, where Mrs. Malco can do her painting and store her canvases and paints. A large window overlooks the golf course across the street, adding to the pleasant aspect of this work space.

In the children's bedroom, Mrs. Malco has painted the walls with large pictures of a circus clown, a seal, a giraffe and a monkey. Besides beds for David and Elaine Ann, there is another for young overnight guests. All have spreads of small-figured fabric trimmed with ruffles.

The master bedroom, with its colorful chintz curtains and spread, is built at the front of the house, and Anna's nursery is between this room and the children's room. The arrangement of this house insures bedroom privacy, as these rooms are built in the wing opposite the kitchen, and the living room is built between.



This is a view of the lanai which was recently added to the Leo Malco home. Mrs. Malco used her artistic talent effectively in adding charm to interior.



Much to the delight of her children, David and Elaine Ann, Mrs. Malco painted these circus animals and the clown on the walls of the children's bedroom.

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—Photos by Charles Tally.

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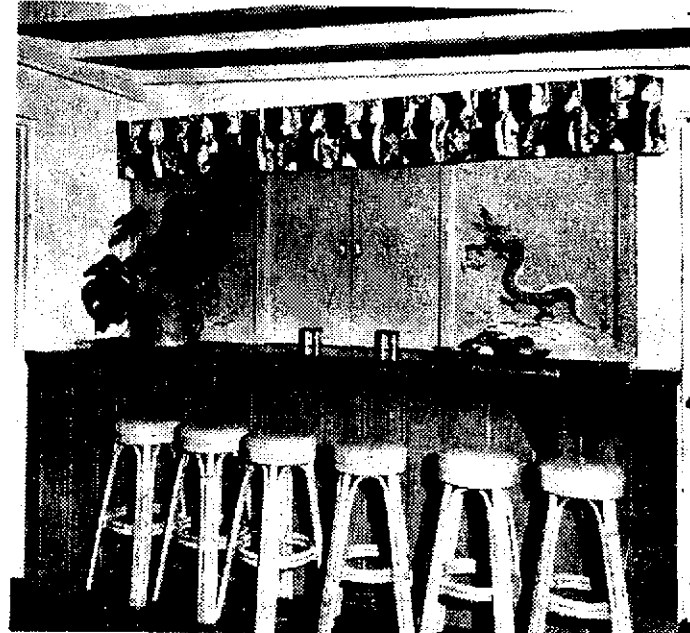
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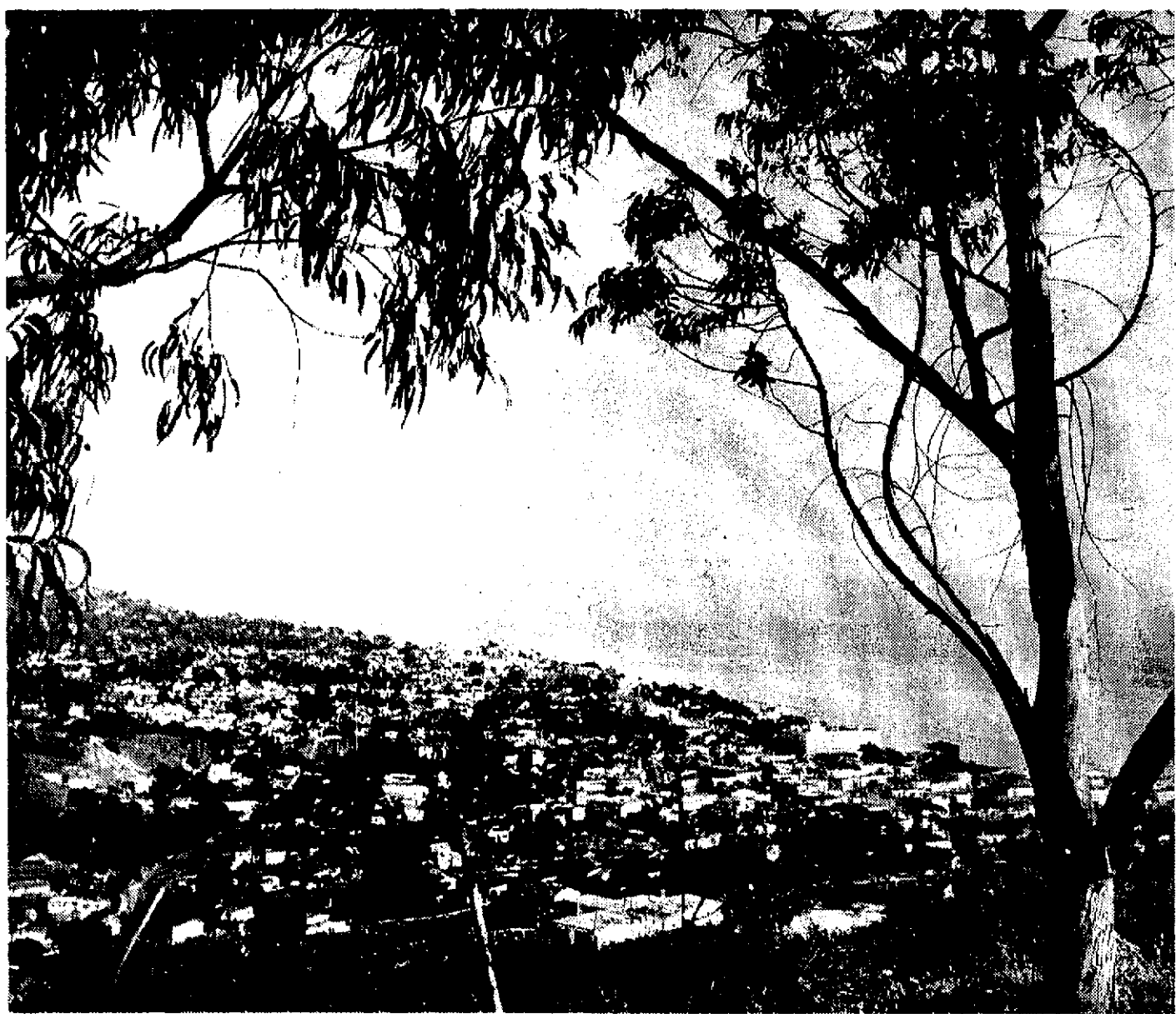


David Malco, 7, is learning to play this organ which dates back to Victorian era. Mrs. Malco painted roses.



When Malcos built on lanai, a kitchen was remodeled to make serving pass and a counter for light meals.

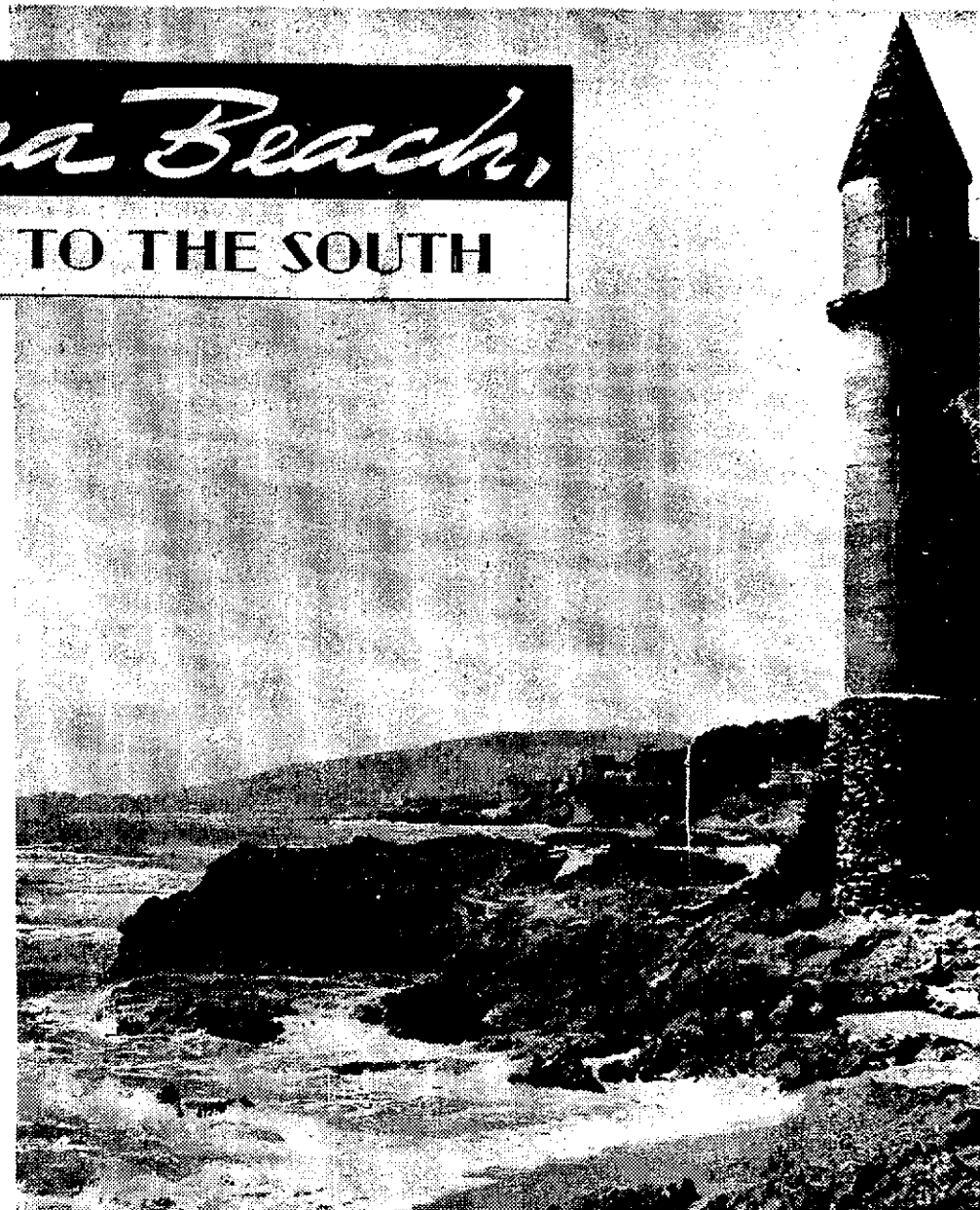




This is Laguna Beach, today, with its trees, quaint homes and shops, hills and sea—a city of about 11,000. It stretches from Emerald Bay down the coast to Three Arch Bay.

## Laguna Beach, NEIGHBOR TO THE SOUTH

It was a fine, bright day in 1883. A wandering landscape painter trudged down a dim canyon trail. The farther he walked the cooler and sweeter the air became. The birds seemed to sing a friendlier song and the rabbits were less afraid. He turned a bend and he was there. Beyond a eucalyptus grove was the most beautiful sea he had ever beheld. Here, said the artist, to himself, is where I paint for a day. But his day stretched to a year; finally he forgot to go home at all. Soon there was a little town nestled around the bay—Laguna Beach was born!



On Laguna's rugged shoreline, beckoning to the breakers, is this "old world" tower in which a stairway leads from cliffs to beach.



A typical street in "The Cliff" district of Laguna. Eighty varieties of eucalyptuses grow in the city.



Winding paths lead to the protected sandy beach. Sunshine, warmth, color attract thousands each year.



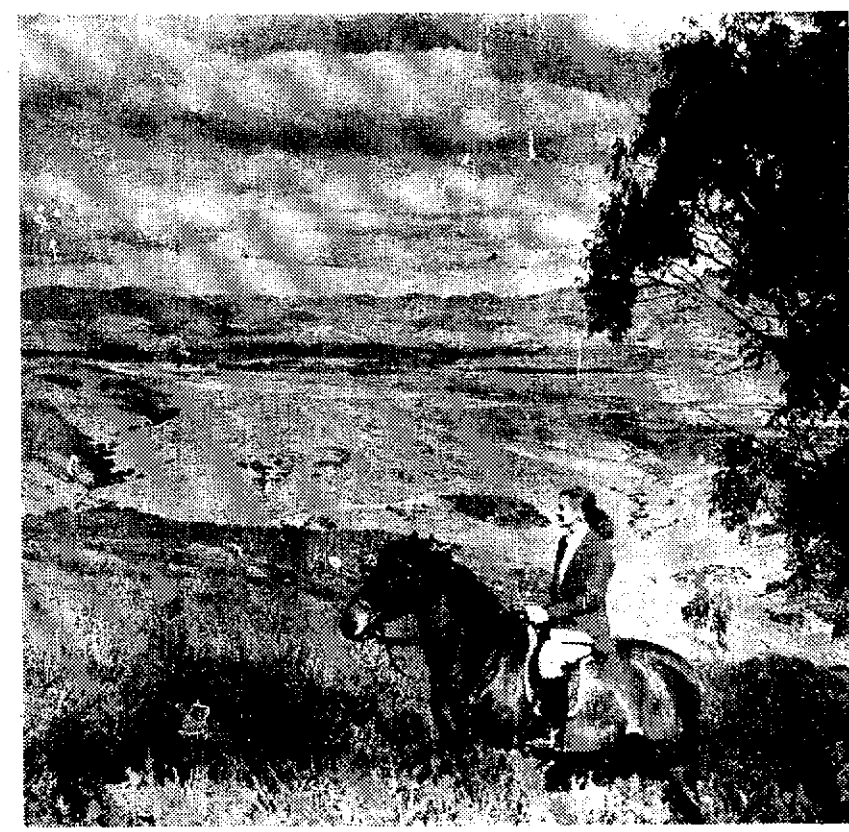
This community is noted for its art. A carnival at Laguna's Art Gallery is held each Labor Day week end.



Houses cling to hillsides and cliffs. Home owners get unexcelled view as combers roll in from Pacific.



Pageant of the Masters, internationally known, is held each year in Laguna Beach. Famous paintings are depicted by living models.



—Laguna Beach Chamber of Commerce Photos by Patterson.

Finally there are the hills behind Laguna, beautiful hills that invite horsemen, hikers and nature lovers.



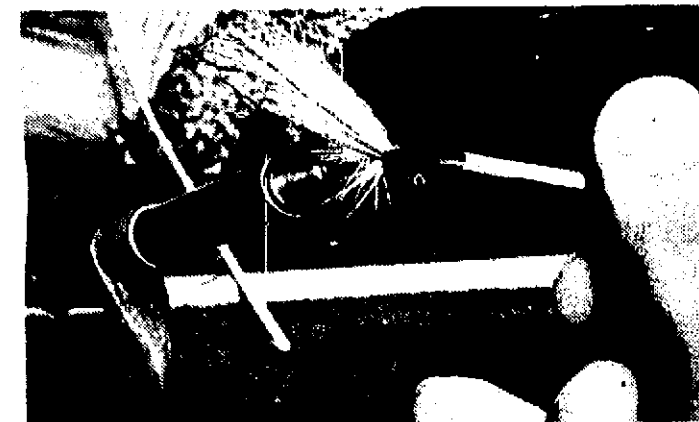
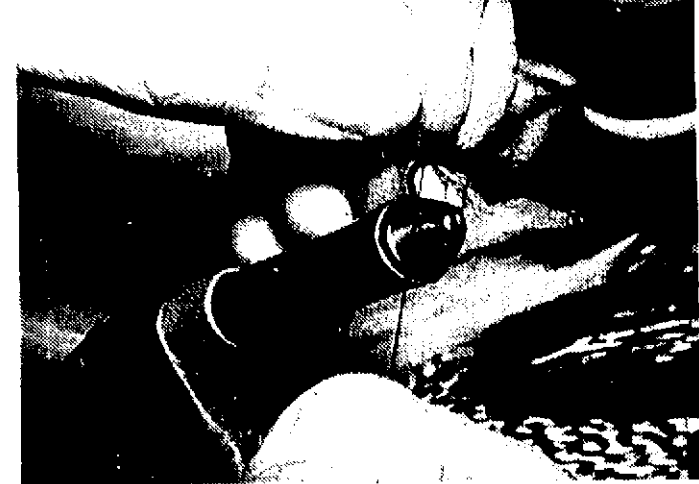


# Fly-Tying for Fun and Fish

By Donnell Culpepper



James L. Tong and his son, George, 12, have been tying flies almost two years. have good knowledge of the art.



Hackle is applied to start a streamer fly (top photo). Silk floss is used to build up body (left center) and more bits of feather are added (right center). Lacquer is applied (lower photo) to head of fly in last step.

**I**MAGINE, if you can, 50 men and boys sitting around three long tables, knitting or doing any kind of fancy work!

No, of course you can't imagine such a scene. That is a hobby for the women.

But there are men and boys in Long Beach who are engaged in a hobby just as intricate and requiring just as delicate a touch as would be needed in fancy crocheting. They form the fly-tying class of the Long Beach Casting Club, one of the strangest and most interesting groups in Southern California.

The class has been operating each winter and spring since 1941 when Dr. L. L. Winters and a group of about eight men decided to tie their own flies for the fishing season that was about to begin.

Dr. Winters, a tall, giant outdoorsman, with hands that might be mistaken for those of a woodsman like Paul Bunyan, had tied his own flies for years. He took charge of that first class and before May 1 several members of the Casting Club had finished flies of various hues and sizes.

Those first flies might have been a little crude, but some of the makers brought back fish from the mountain streams and lakes that summer.

The idea caught on rapidly. War took some of the younger members of the club the following year but the oldsters kept right on making flies, even though they knew that there would be little chance to journey to the mountains after gasoline and tires went on coupons.

**F**LY-TYING provided a real hobby and Dr. Winters led them in the mysteries of such flies as the silver doctor, royal coachman, hare's ear and many others in 1942 and '43.

The members formed riding groups in those years, saving precious gasoline in driving to the clubhouse in Recreation Park. Each Wednesday night four or five members would band together, get in one car and head for the park.

Some fishermen never give a thought to the hundreds of different kinds of flies. They just buy what looks pretty in the tackle stores and head for the nearest stream when trout season opens. They do not know that each fly is made to resemble some insect in the air, on the water or under the surface.

Principally flies may be divided into three divisions—dry, wet and nymphs. There are many subdivisions of those three, but when an experienced fisherman speaks of dry, wet and nymph flies, he is talking a language known only to another fisherman of similar skill.

**W**HAT goes into a fly?

Many things, but principally feathers, silk thread, silk floss, fur and tinsel strips. Sometimes only a feather and a silk thread are used on a bare hook; at other times everything in the kit may be used to construct an elaborate creation that may or may not make a hit with the trout or bass.

The fly-tying class grew and grew each year. Some of the older members received enough instruction to quit the class and do their work in the hobby shop at home, but others took their places.

The club never demanded that members of the fly-tying class be members of the Casting Club. Its officials invited

the public and ruled against any fee.

The idea caught on so well that tackle shops had to change their shelves and make room for fly-tying equipment—vices, feathers, fur, etc.

Some of the beginners advanced to such a stage that they were able to relieve Dr. Winters in his Wednesday night job, which was quite a chore for any professional man. Dr. J. D. Simpson later took over Dr. Winters' work. Norm Tatham and Lee Biggs succeeded Dr. Simpson.

This winter the class was allotted 24 weeks through the



Father-son combination. Clyde H. and Tommy Thompson are having their first try at fly-tying this winter.

fall and winter months. Biggs and Tatham took the first 12 weeks, instructing in wet flies. Dr. Simpson will follow with five weeks of teaching on steelhead and streamer flies. Dr. Winters will wind up the course in the spring with seven weeks of dry-fly instruction.

**T**HE FLY-TYING class has attracted men skilled in many trades. It has created lasting friendships. Many members have finished the classes and have gone fishing together, and few things make men as close friends as do a few days in camp together.

There is an average attendance this year of 50 men and boys.

There are four father-and-son teams in this year's class. Bert Passerello and his son of 1503 W. Spring St. have been tying flies together for three years.

Clyde H. Thompson and his son, Tommy, 12, of 522 W. First St., are in their first class together. James L. Tong and son, George, 12, 3042 Baltic Ave., compose a third combination. H. G. Walters and son, Arthur, 14, of 1219 Ronan Ave., Wilmington, are the fourth pair.

These men and their sons have gone into the mountains for fishing trips. Those jaunts have brought them close together as pals—and there are few activities in which father and son can continue in such close relationships.

Often members of the class take their kits with them on fishing trips. Once at a stream or lake, they watch the natural food—flies—descending on the water. Then they tie their flies to match those insects.



Lee Biggs, an instructor in the fly-tying class of the Long Beach Casting Club, demonstrates a point in craft as a group of students gathers around to watch. Class has given many fishermen a hobby that brings vacation payoff.



—Photos by Charles (Chuck) Sundquist.

Several father-and-son combinations attend the fly-tying class. These two are Bert Passerello and his son, John, who have been tying flies three years.

## Shelf Beauty for the Kitchen

By Caroline Coleman

**W**ITH the arrival of the new year has come a new and bright note in household decoration—interesting new patterns in paper for shelving that will give the kitchen or clothes closet a lift.

Among the new patterns is one as bright and gay as a cherry festival. Clusters of rich, ripe red cherries with green leaves dominate the pattern against a smart background of alternating blue and white stripes. The border is a daintily scalloped red edge. This is one of the "all purpose" patterns equally at home on kitchen shelves or on the

edges of linen or clothing closets.

A smart kitchen or dinette pattern depicts a series of fine china cups suspended on hooks. The cups are white, hand-somely painted with full-blown red roses. The pattern comes with a blue or soft green background.

Attractive for the linen or clothes closet is a pattern of lace edging with eyelets, through which colored ribbon has been drawn. The background is white and ribbon and scalloped edge are colored. The pattern is available in

deep blue, brilliant red, soft yellow and vivid green.

Next, because flowers always have proved to be best sellers in the shelving field, there are four completely new and smart floral patterns. One is of blue morning glories and green leaves against a shaded background of yellow and white. Another introduces shades of deep blue, yellow and orange in soft-petaled pansies against a neutral gray background.

Since red is an important color in home fashions as well as apparel fashions, two of the new floral patterns have red as their prime colors. One consists of blooming, thriving red geranium plants with green leaves on a pale, modern background of horizontal stripes that shade from pale

blue into white. The edging is scalloped in red. The other red floral pattern shows red tulips nestled on green leaves, alternating with bright yellow posies.

**A**LL OF these new patterns are available in the kind of shelving that combines decorative edging with shelf-paper-in-one-piece. This type of shelving provides a durable white shelf paper to keep shelves free from dust, nicks and scratches, and at the same time supplies a decorative edging that injects color and gaiety into the scene.

Some smart housewives enhance other kitchen objects, such as picture frames, mirrors, window sills and waste baskets with decorative edging to match or contrast with shelf edging. This makes the whole kitchen "sing" with color and joy.

## Wrong Accessories

**A**ROOM without accessories is furnished but not finished. With the wrong accessories it's finished, all right, as far as your chances for a good decorating job go.

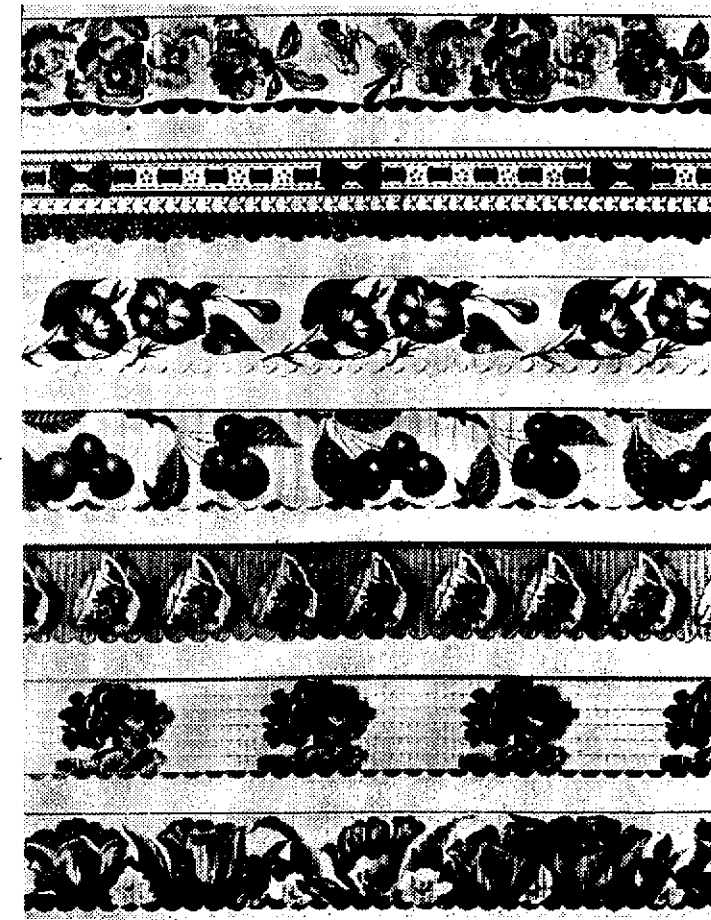
It's all too easy to acquire a room full of accessories that have no right to a place in your home life. They creep in when you're not looking. Gifts, too many of them and more than enough from people you love more for their generosity than for their taste. Bridge prizes. Souvenirs. Outmoded mementos you intended to scrap when the budget signalled replacements. The cute little item that caught your eye one day down town—that you used rather than admit a mistake. Orphan odds and ends that may not be too bad in themselves, but simply don't fit in.

Good decoration isn't always a matter of addition—sometimes it's subtraction. Gather up all the doubtful accessories in a room and see if it isn't better without them. An atmosphere of serenity settles down on a room when it's relieved of clutter. The room looks more beautiful and more comfortable. Now, replace only those things which contribute something worthwhile to the room, are useful, good in design and really belong—in size, style and degree of formality—exactly where you put them.

If the best thing you can say about an accessory is that it's clever it doesn't belong in

a well decorated room. The word clever is used much too often for a cutie pie something that doesn't make sense. Rule out the cute little animals and figures that perch on things or sprout plants out of their backs, the chromium sailboat, the tricky bookends. Trick things seldom perform as well as simpler things and your family and guests instinctively avoid using them, the pop-up cigar box, the ashtray that holds ashes only as an afterthought. There is something disturbingly false about the vase that's so fancy flowers hardly show in it and the lamp that's so prettied up that it gives little light. Too small, too complicated pictures, hanging shelves and wall brackets clutter rather than decorate.

Very few rooms go their way forever without acquiring misfit accessories, but misfit accessories are room faults that are easy to correct. Keep your check-up eye open and clear them out before too many creep in. Don't buy eye-catching things that are faddy—what happened to long-legged dolls, gold lace trimmed pillows, beaded trees, tasselled picture cards, painted plaster boxes, rooster decorated cocktail equipment? Simple, well designed, purposeful accessories of good quality smooth into rather than spoil good decorating plans and avoid a waste of money because they are liked a long time.



New patterns for shelf papering have arrived with the New Year, making for brighter kitchens and closets.



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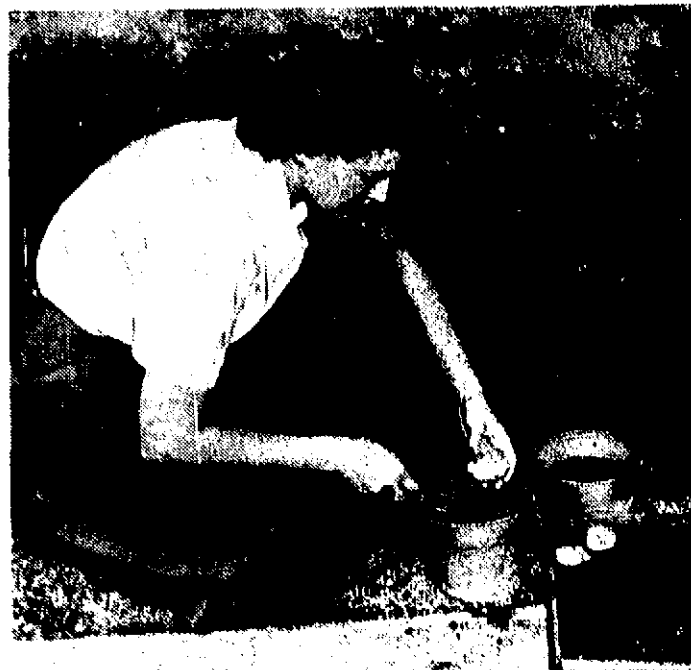
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# Plant Callas This Spring

By Bob Gilmore

**W**HITE callas, black callas, pink callas and yellow callas can all be a part of your spring planting program. These callas will succeed either indoors or outside, in pots or in the open garden. The white and black types are usually started in the fall but they will prosper if started right away.

The yellow calla, often identified as the "golden calla" is known to botanists as *Zantedeschia elliotiana*. It owes its peculiar name to its discoverer, Francesco Zantedeschia, an Italian botanist. But don't let this name frighten you; the yellow calla more than makes up in beauty what it lacks in name appeal.

Another interesting fact about the yellow calla is that botanically it is not a calla at all. The true callas, from the botanical viewpoint, are arums, frequently known as water arums. They have little or no value for the home gardener. The water arum prefers a boggy location, is fairly hardy, produces a white spathe and a yellow flower spike. It is characterized by the clusters of bright red berries that appear late in the season.

Yellow callas, like so many other plants of South African descent, thrive in practically all parts of the Southland. The climatic and growing conditions of both areas are quite similar. California, in fact, is probably the leading state in the commercial production of yellow calla bulbs. The growing fields for these bulbs are located just several hundred miles north of Long Beach.

The yellow calla makes an exceptionally attractive pot plant, but a row of them in the outdoor garden will prove admirable. The clear, golden-yellow tones of the flower command it for cutting purposes. If cut flowers are desired be sure you obtain sufficient planting stock.



Yellow callas thrive in practically all parts of the Southland. Plant one-half inch below surface.

**ONE OF** the most interesting features of the yellow calla is its foliage. The deep green leaves are mottled with tiny white flecks, thus giving the leaves a two-tone effect which combines beautifully with the clear yellow blooms. For brightening up a dark interior spot the yellow color will certainly prove one of your best bets.

Callas do not respond to deep planting. Set the bulbs just about one-half inch below the surface. Outdoors space them from six to 10 inches apart. Callas generally are not over-sensitive to soil conditions, performing adequately in almost any kind of soil. But a rich loam liberally supplied with moisture throughout the growing season will be satisfactory. Semi-shade is the best location; if planted in full sun watch the soil moisture carefully. Remember the calla is a fairly heavy drinker.

For pot culture use a friable

When planting callas in pots, use a friable soil, provide adequate drainage. Do not feed at outset.

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### ROSES

5-Gal. Cans  
Last Year's Stock  
10 for 3.75

**49¢**

### ORANGE TREES

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Your Choice from "This Week's Special" Section

Gal. size Shrubs, Trees, Perennial blooming plants, 10 for 3.99.

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WEED FREE, COTTON SEED FED, PAPER BAG

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1 Large Size Early Peach...1.39  
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Value...5.56

Your Selection of Varieties of Large Size Trees That Will Produce Next Year

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### TUBEROUS (2 to 2 1/2-inch size)

### BEGONIAS

Camellia and Carnation Type in Most Colors  
Other Sizes...25¢ each

**3 for 1.00**

### ROSE COMBINATION

Four 1950 Introductions and One Popular Variety

Sutters Gold...2.50  
Capistrano...2.50  
Babe Ruth...2.00  
Tom Brown...2.00  
Tallman...85¢

Value...0.95

**8.85**

### 1-YEAR-OLD ROSES

Each...49¢  
Not 1 1/2 or 3...10 for 4.50

# Feeding Cuts Garden Costs

By Walter Finch

**N**EXT to improved plants, such as hybrid corn, credit for the huge increase in food production during the war, and since, is given by agricultural scientists to the increased use of plant food.

By feeding their flowers and vegetables adequately, home gardeners can not only enjoy increased yields and higher quality, but can reduce substantially the work involved in gardening. Expense of feeding plants remains practically at its prewar figure.

To get the most out of plant food, the following methods of application are recommended by V. A. Tiedjen, director of the Virginia Truck Experiment Station, Norfolk, Va.

1. On soils which are acid, testing below pH8, plant food should be concentrated in bands or pockets, not touching plant roots but within easy reach.
2. On sweet soils, testing above pH8, spade plant food thoroughly into the soil, evenly and deeply.

If you are in doubt about the



Chemical plant food is quickly available to garden plants when applied in a trench on each side of row.

acidity of your garden soil, use the first method, especially if the soil contains considerable clay. To apply, stretch the line to mark the row in which seeds are to be planted. Then not less than two inches away on either side, make a furrow four inches deep. Pour plant food into each furrow at the rate of one pound (or pint) for 50 feet, and cover it with

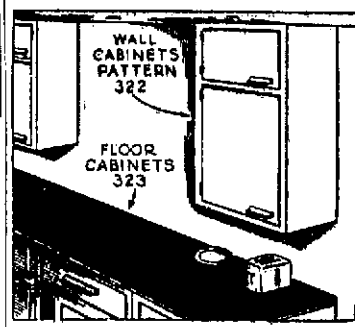
earth. Then make the drill in which seed are to be sown and proceed with planting as usual.

**THE STANDARD** application of a balanced plant food is four pounds per 100 square feet (a space 10x10 feet square). You may figure one pound per pint, so an area 10 by 10 feet requires two quarts. One quart will feed 50 square feet and one pint 25 square feet.

Where smaller quantities are required, use a rounded tablespoon per square foot. For convenience, here is a table showing some common areas and the standard balanced plant food application for each:

5'x5' equals 25 sq. ft.—requires 1 lb. (or 1 pint).  
5'x10' equals 50 sq. ft.—requires 2 lbs. (or 1 quart).  
10'x10' equals 100 sq. ft.—requires 4 lbs. (or 2 quarts).  
20'x30' equals 600 sq. ft.—requires 24 lbs.  
25'x100' equals 2500 sq. ft.—requires 100 lbs.

For plants which are not grown in rows, spread the correct amount of plant food evenly over the area and spade it under; or in cases where spading is not advisable, lest neighboring roots be disturbed, rake the plant food into the top soil.



## You Make It

**BUILD EFFICIENT CABINETS**

These easy-to-build kitchen cabinets have many special features such as graduated shelves for dishes of different sizes, tray slot and partitioned drawers. Build them yourself or save yours or a carpenter's time with Patterns 322 and 323. Price of each pattern is twenty-five (25) cents. Orders must be sent to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, N. Y.



"Couple of nickles for the phone. Deal!"

# Tips on Gardening

**G**ARDEN TIPS for the week.

... You have your choice now of being able to plant an extremely wide variety of plants. You have your choice of roses, dormant fruit trees, deciduous ornamentals, carnations, spring flowering trees, citrus, gladioli, perennial phlox and dozens of other kinds of gorgeous plants. When you go to the nursery take your time in making your selections. Remember that the plants you buy now, for the most part, will be permanent residents of your garden.

Double Shasta daisies can be set out now. They perform beautifully in the outdoor garden and for cutting are exquisite. Some of the newer varieties include: Esther Read, Marconi and Chiffons daisies.

Primroses and cinerarias, available in pots, will enable you to quickly fill up parts of your garden that have lost

their color. Sufficient moisture and semishade seems to suit these plants admirably.

Try planting a few strawberries this year. The beautiful red berries contrast pleasingly with the foliage in the outdoor garden—and indoors they will look even more attractive in a bowl filled with cream and sugar.

Bare-Root—No. 1 Guaranteed

### FRUIT TREES

Apricots, peach, pears, plums, apple, figs. \$1.10  
cherry. Fine root systems.

BARE-ROOT. Excellent Stock

### ROSES

39¢

GLADIOLI BULBS

GIANT 12 Separate Colors. Doz. 79¢

**Jenkins NURSERY**  
6319 CHERRY AVE. PHONE 2-6758  
NORTH LONG BEACH  
OPEN SUNDAYS

## CARNATION CUTTINGS

By J. J. LITTLEFIELD

Multiply your favorite carnations and pinks by rooting cuttings. Start them in a box or pan pot, half full of VERMICULITE brand Terra-lite. A pane of glass over the container helps keep the humidity even and the cuttings root faster.

Here's an easy way to start those cuttings. Old mature branches of carnations and pinks have young side growths off old mature branches of carnations or pinks. Cut off lowest leaves and plunge growths an inch deep into Terra-lite, water well.

For young cuttings rooting in Terra-lite, light foliage sprinklings are better than heavy waterings.

Feed Red Star GRO-MASTER lightly to mature carnations and pinks every three or four weeks.

**FREE**... Address card or letter to Dept. L, Red Star Fertilizers, Downey, Calif., for 72-page Red Star POKET GARDEN GUIDE, the complete reference book for the home gardener... or ask your local garden dealer.

## SPECIAL BARE ROOT SALE

### ROSE BUSHES

**FINEST VARIETIES**

No. 1 Grade 75¢ No. 1 1/2 Grade 59¢ No. 0 Grade 39¢

**Climbing Roses** 59¢ & 85¢

**Tree Roses** 50 Kinds \$1.50 to \$2.75

**Floribunda Roses** 20 Kinds 59¢ & up

**FRUIT TREES** 1.15 EA.

No. 1 Grade, 6 to 8-ft. Each Tree Guaranteed to Live.

**GRAPE VINES** 15¢ ea.

Gem Everbearing Strawberries 35¢ Doz.

**Free Lecture & Demonstration**

Dr. Cha-Kem-Co of Chacon Chemical Co. will be here in person on Sunday, Feb. 5, at 2 p. m., to give the lecture and demonstration on "How to Prune Fruit Trees and Roses," also "How to Graft and Bud Fruit Trees and Roses." He will answer all your garden problems. Be sure to plan to attend this free lecture on Feb. 5 at 2 p. m. In case of rain this event will be postponed to Feb. 12, 2 p. m.

**Riverdale Nursery**  
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## CAMELLIAS 49¢

BARE-ROOT (Many Varieties) 2 \$1.69  
Buds 1

BARE ROOT (6 to 8 Feet)

### Fruit Trees 98¢

2 Years Old Budded

BUSH

### ROSES

Bare Root 39¢

YELLOW CALLA BULBS  
Many Other Bulbs 1/2 Off 2 for 25¢

Grapes, Berries, Rhubarb, Artichokes, Bleeding Hearts

### ALFSON'S NURSERY

15629 ATLANTIC (1 blk. N. of Olive) COMPTON  
Phone: NEwmark 1-0324  
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## ROSE BUSHES

Over 110 Varieties in No. 1 Grade

Popular Varieties Patented Varieties

10 for \$6.75 75¢ 1.25 to 2.50 each

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Peach, Apricot, Nectarine, Plum, Pear, Almonds, Figs. Two-year-old, 6 to 8 ft. and oversize trees. 6 for \$5.00

THORNLESS

### BOYSENBERRIES 9¢

Dozen...98¢

**CALLA BULBS**

PINK 29¢ YELLOW 19¢ and 29¢

#### STRAWBERRIES

Klondike Doz. 25¢  
Strawberries 25¢  
Gem Everbearing 35¢  
Rockhill Everbearing \$1.20

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SEEDLESS CONCORD 75¢ ea.  
CARDINAL 50¢ ea.  
NAGAR 30¢ ea.  
ISABELLA 30¢ ea.  
Eastern Concord 35¢ ea.  
THOMPSON SEEDLESS—TO-KAY—LADY FINGER—BLACK MONKKA 2 for 25¢

**Kitano's ATLANTIC NURSERY**  
Just North of Olive NEWmark 5-1590  
15601 South Atlantic, Compton

make early plans for Garden Beauty

## FRUIT TREES

CHERRIES ALMONDS PEACHES  
PLUMS APRICOTS  
FIGS APPLES PEARs

4' TO 6' SIZE (6 TREES FOR \$3.50) 69¢

6' TO 8' SIZE (6 TREES FOR \$4.50) 89¢

OVERSIZE TREES, each (6 TREES FOR \$5.75) 1.15

All Trees Are Guaranteed

**DORMANT ROSES**

39¢ to 2.50

1930 All-American Rose 2.00 and 2.50

NO. 1 ROSE BUSH (Common varieties) each 68¢

SHADE TREES 6' to 8' and larger 95¢., 12.50

GRAPE VINES European varieties, No. 1 grade 12¢ each, doz. 1.15

CARDINAL No. 1 grade The new large sensational grape...each 48¢

**RHUBARB** 2 for 35¢

**STRAWBERRIES** 23¢ per doz.

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COMING FEBRUARY 19!

Rich with advice and suggestions for successful gardening. Illustrated with instructional pictures and carrying the announcements of nurseries throughout the Long Beach area, the Second Annual Spring Garden Edition will be published Feb. 19 in the Press-Telegram's SOUTHLAND MAGAZINE

## The Sport Bar

offers

Gardening comfort in washable, easy to wear style, smart denims.

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— SINCE 1905 —

## AUTOMOTIVE News

### Auto Production Leads Sales Despite Chrysler Strike

DETROIT, (AP) Although production has been hit by the Chrysler strike, the auto industry again is producing cars faster than it is selling them.

This is indicated in most recent registration figures compared with estimates of factory output.

If seasonal trends are followed, January new passenger car registrations will not top 370,000. Factory output for the month should be about 475,000. However, in December of last year car output totaled only 292,510 units, while sales are estimated to have exceeded 370,000.

This excess of sales over current output cut down the total stocks of unsold cars.

The Chrysler labor trouble will upset the industry's planning for top level output during the weeks immediately ahead. Before the Chrysler shutdown there was considerable talk about a Janu-

ary-through-March output of around 2,000,000 vehicles. This schedule contemplated considerable overtime in the various assembly plants, but no shutdowns. Most sources were convinced the Chrysler strike would be averted at the last moment.

The Chrysler contribution to passenger output has been a sizable one, averaging in all divisions close to 6000 units a day. Chrysler wound up last year in second place to General Motors, bettering Ford's passenger vehicle production with 1,119,000 assemblers against 1,077,900.

## Automatic Shift Systems in Race for Perfection

By DAVID J. WILKIE  
Associated Press Automotive Editor

DETROIT, Feb. 4. (AP) General Motors probably will go on building two distinct types of automatic transmissions for a long time to come.

That's the conclusion gained from a discussion with its engineers about the relative merits of the Hydra-Matic and the torque converter transmissions. The Hydra-Matic automatically shifts gears; the torque converter has no gears, acceleration being constant from standstill to desired top speed.

Engineers of GM's Oldsmobile, Cadillac and Pontiac divisions are emphatic in their laudation of Hydra-Matic. It is used on their cars. Equally earnest in their praise of torque converters are the heads of Buick and Chevrolet. Buick uses what it calls Dynaflo and Chevrolet has named its new device Powerglide. Both are of the torque converter type.

Advances have been made in both types of transmissions since they first were brought out. It is a fair assumption that the several years of experience will be required before either gives way to the other. Certainly a lot more improvements will come in both devices in the years ahead.

Some industry observers believe the ultimate in automatic transmissions may be a combination of Hydra-Matic and torque converter. Meanwhile, increasing numbers of motorists are going in for these devices as they are made available in more types of cars.

GM has been making the Hydra-Matic available to many of its competitors on a contract basis. Outside the General Motors group it already is used by Lincoln and Nash, and Kaiser-Frazer will have it. In each instance General Motors has trained its competitors' field men in the installation and servicing of the device.

Automatic transmissions, along with high-compression engines, are the outstanding engineering advances in the car industry over the last decade. Yet there apparently are thousands of car users who don't want them and might decline them even were they offered at no extra cost. The present cost runs between \$150 and \$180.

One of the oddities of the high-compression engine - automatic transmission development of recent years is that one is increasing fuel mileage while the other is reducing it.

The better mileage, of course, is coming from the higher compression engine. The engineers have an explanation for the lower miles per gallon that results from automatic gear shifting.

You might think that because the shifting is automatic and properly timed, you should get better mileage. The answer, however, is that it takes more power to operate a car equipped with an automatic transmission. More power takes more fuel.

Generally, the mileage loss isn't great; it probably amounts to about a mile per gallon.

**Motorists Cautioned  
About Use of Drugs.**

WASHINGTON, D. C., Feb. 4. Extreme caution by motorists in the use of drugs, sedatives and other remedies that tend to impair driving efficiency was urged today by Lou E. Holland, Kansas City, Mo., president of the American Automobile Association.

Holland warned that drivers who use such remedies indiscriminately may be courting death or injury on the highway.

"Certain of the currently popular antihistamine drugs and a number of sedatives are known to affect the alertness and reaction time of motorists," the A. A. A. president stated. "In so doing they increase markedly the chances of an accident for the driver who is under their influence."

Holland declared that use of such drugs by motorists has long been a traffic safety problem and that unquestionably serious accidents can be traced to their untimely use.

The Los Angeles premier for the Ford Motor Company's new color motion picture, "The Human Bridge," was held Tuesday at the Ambassador Hotel. Host for the occasion was Arthur S. Hatch, Ford's western regional manager, who introduced company officials to the more than 300 guests.

"The Human Bridge" tells, in half-an-hour of viewing time, how an idea in the minds of a few men, and the combined skill



THEY GET THERE FIRST—Battalion Chiefs (left to right) W. Head, A. C. Bartron and W. McGee of the Long Beach Fire Department can be expected to get to fires first, despite the department's reputation for quick response, in the three new Chevrolet cars just purchased by the department. Supplied by Beach City Chevrolet Co., 1800 E. Fourth St., the new 'Chiefs' cars' are described by the department's master mechanic, A. A. Wallace, as fast on the get-away.

## Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Jim Blake and Charles Roscoe, who have taken over the Austin dealership at 600 East Anaheim St., report that they are remodeling and adding used car sales to their operations.

and efforts of 140,000 other Ford employees, resulted in the manufacture of more than 1,000,000 automobiles in two years' time. In 30 minutes the camera sweeps across the birth and growth of the present style of Ford automobiles from drawing board to final assembly.

The immediate reaction to Studebaker's announcement of a price slash as the month began was a veritable flood of dealer orders throughout the west which have poured in on the Studebaker Pacific Corporation headquarters at Vernon.

L. E. Minkel, general western sales manager, said: "This is a short month, but I predict it will be the biggest month in sales totals in the history of Studebaker. Especially since our teletype advices from South Bend indicates the buying wave of the west is being duplicated nationally."

As announced earlier in the week by H. S. Vance, Studebaker president, the price reductions reflect savings in production costs being passed on to the consumers. The cuts range from \$141 on the big Land Cruiser down to \$86 on the Champion Regal De Luxe.

Motor vehicle owners everywhere are watching Washington developments very closely right now in the hopes that Congress will afford some relief from federal excise tax burden, Glenn E. Thomas, local car dealer said recently.

In a general way, persons who own cars, trucks and other vehicles are not fully aware of all that they have been paying out for federal taxes of one kind or another. This is because so many of these taxes are hidden, Thomas said.

In the average car there are over 200 parts and accessories that carry an excise tax load. All of these cost motorists \$1,285,000,000, in an average year. When these taxes were first put on, the nation's car owners were assured that the levies would be only temporary, emergency measures. Such insistent demands are now being made by motorists everywhere that it would not be surprising if Congress gave some relief during its present session, Thomas reported.

Don M. House, Los Angeles zone manager for Pontiac Motor Division, has announced the appointment of Paul Stone as assistant zone manager. Stone

General Motors Overseas Operations Division has three car and truck manufacturing plants abroad: Vauxhall Motors, Ltd., England, Vauxhall cars and Bedford trucks; General Motors Holden's, Australia, Holden cars, and Adam Opel, Germany, Opel cars and trucks. In addition, General Motors Overseas has 14 assembly plants for completely knocked-down cars and trucks in Argentina, Australia, Brazil, Mexico, Venezuela, Peru, Belgium, Denmark, Sweden, Switzerland, South Africa, India, Java and New Zealand.

DEALER DOINGS—Tim Men-

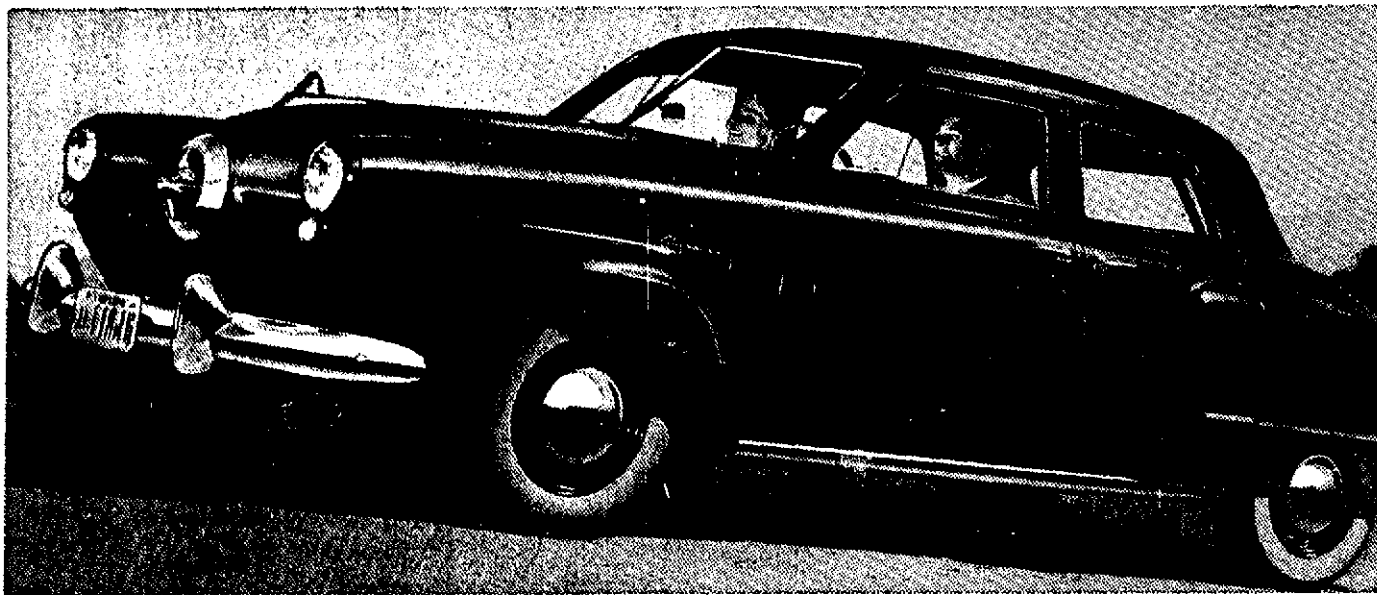
nen, vice president and general manager of Master Pontiac Co., reports that they will start moving into their new building at 1545 American Ave. some time this week.

The new car sales force of local Cadillac dealer Bud Ridings meet with other agency personnel of Los Angeles and vicinity last Friday to view the new Cadillac line for 1950. Merchandising plans for this year were also presented at the meeting by company officials.

that Mobilgas Grand Canyon Economy Run goes from below sea level to more'n 7000 feet high!

that's some climbin', son!

Press-Telegram Southland Magazine



EFFECTIVE IMMEDIATELY ED JAMES ANNOUNCES

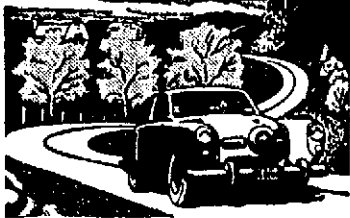
# NEW LOWER PRICES

ON

*The new 1950 Studebaker*

REDUCTIONS RANGING FROM \$86 TO \$141

AFFECT EVERY MODEL IN PASSENGER CAR LINE!



No weave—no wander—on the curves! This low-slung Studebaker puts the law of gravity to work for you when you head around a turn. Variable ratio steering. Wider rim wheels. Extra-low-pressure tires.

NOW! PRICES START AT

\$1724

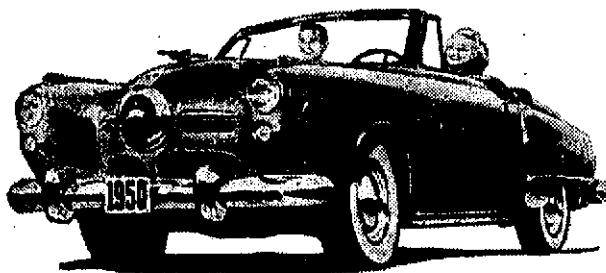
Plus Tax and License

LOW AS \$361 DOWN

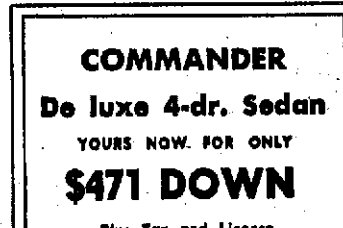
UP TO 30 MONTHS ON THE BALANCE



Rough going? Not for this Studebaker! The superbly balanced Studebaker design combines with a newly perfected coil spring front suspension to flatten out the roughest spots. It's a real "Miracle Ride."



CHAMPION CONVERTIBLE  
NOW ONLY \$490 DOWN  
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COMMANDER  
De luxe 4-dr. Sedan  
YOURS NOW FOR ONLY  
\$471 DOWN  
Plus Tax and License

For Overdrive and Hillholder  
Add \$27.12 to Down Payment  
IMMEDIATE DELIVERY  
OUT OF WAREHOUSE

CHAMPION  
De luxe 2-dr. Sedan  
YOURS NOW FOR ONLY  
\$393 DOWN  
Plus Tax and License

For Overdrive and Hillholder  
Add \$24.87 to Down Payment  
IMMEDIATE DELIVERY  
OUT OF WAREHOUSE

NOW MORE THAN EVER THE NEW 1950 STUDEBAKER IS THE BIGGEST  
BARGAIN YOUR MONEY CAN BUY! LET'S DEAL TODAY SURE!

# JAMESTOWN

CORNER OF  
14th & AMERICAN

TELEPHONE  
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QUICKLY!  
EXPERTLY!  
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SAFETY PLATE GLASS

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## Retail Area Garage Plan Study Urged

IDEAS which may eventually contribute toward at least partial solution of Long Beach's downtown business district automobile parking problem, are being called to the attention of local businessmen by Jack Horner, former chairman of the now inactive City Manager's Parking Advisory Committee, named by former City Manager Carl Wirsching. The new data was obtained from a program now unfolding in Pittsburgh, Pa.

The eastern city's downtown area parking problem is described as comparable to that of Long Beach, a fact which makes at least some phases of the Pittsburgh program applicable here, Horner points out.

"Long range effects of inadequate downtown parking," Horner said, "can be readily observed in all of the nation's larger cities, many of which encountered the problem long before it became so acute here."

"Such examples indicate that rapid population growth so multiplies the parking demand that unless bold means are taken to solve it, the inconvenience eventually drives trade elsewhere," Horner pointed out. "This change in shopping habits contributes heavily to development of other shopping districts where parking facilities can be provided, such as those springing up so rapidly in Los Angeles and already launched here in Long Beach."

### "LITTLE PIECES"

In Pittsburgh they are taking a hint from the story of the chef who, when asked, "How would you cook an elephant?" replied, "I would first cut him into little pieces."

Five years of study and planning by the eastern city's traffic experts evolved a long-range plan that "cut" the Pittsburgh parking "elephant" up into "little pieces." These pieces are multi-floor, above and below ground garages, strategically located about the downtown area. Four of them are in final designing stages now.

The four garages to be built this year will cost about \$4.5 million and will handle 1947 cars at a time. They will be of open-type design and from three to five stories tall. When the first four are completed, two additional garages will be erected for short-time parkers. One will be under a new park and will hold 1090 cars.

### RAMPS UTILIZED

All will utilize ramps for movement of cars to and from the general floor levels where parking will be done by attendants. Fees, as now proposed, will be 15c for the first half hour, 30c for an hour, 40c for two hours and 50c for three hours. To discourage all-day parking, a straight 30c per hour is charged after three hours.

Financing of the Pittsburgh improvement is accomplished by creation of a Public Parking Authority, similar to that made possible in California under legislation passed in recent years. The Pittsburgh parking authority issues revenue bonds, proceeds from sale of which pays for land and construction, and retires its obligations from garage and parking meter revenues.

Any approach to a solution of the Long Beach downtown parking problem will have to encompass active participation on the parts of retailers, property owners and the municipality, Horner pointed out.

### Tool Rattle Ended

There'll be no rattling of tools in the rear deck compartments of the 1950 Pontiacs. Engineers have devised a coil spring tool holder which attaches to the spare tire mounting and holds jack and other tools in a secure, rattle-proof position.

### Maker's Taxes Large

During the first nine months of 1949, General Motors provided \$365,472,000 for United States and foreign income taxes.



**GOODYEAR SERVICE STORES**  
UNI-BOND PROCESS  
BRAKE LINING

- 50% More Wear
- 15% More Lining Area
- No Rivets to Score Brake Drums

**\$17.50**  
EASY TERMS  
ALL HYDRAULIC BRAKES  
Includes Lining and Labor

**GOODYEAR SERVICE STORES**  
444 E. Anaheim St. • Ph. 6-2279

Sunday, February 5, 1950



**BUSINESS DISTRICT AUTO HOTEL**—Pittsburgh, Pa., will erect four strategically located, open design, multilevel garages this year as a step in its program aimed at solving a downtown parking problem comparable to that now facing Long Beach. Above is an architect's sketch of a four-level, modern garage, of the type to be built. Two additional garages will be added when the initial four are completed, one of them to be built under a new downtown area park. Jack Horner, former chairman of a local parking advisory committee, is urging local business leaders to study the Pittsburgh program.—(Photo Courtesy Automobile Facts.)

### Underground Garages Good Bomb Shelters

WASHINGTON, (AP)—Underground garages that would not only help the parking problem but might some day serve as "atomic bomb shelters," were proposed at a meeting of the District of Columbia Commissioners' Traffic Advisory Board.

### First Order Small

In 1910, Fisher obtained the first large order for closed bodies when Cadillac agreed to buy 150. In 1949, Fisher built more than 2,000,000 bodies.

### 8000 Cars in 1900

In 1900, the United States had only 8000 automobiles.

### Hydraulic Pressure Operates Gear Shift

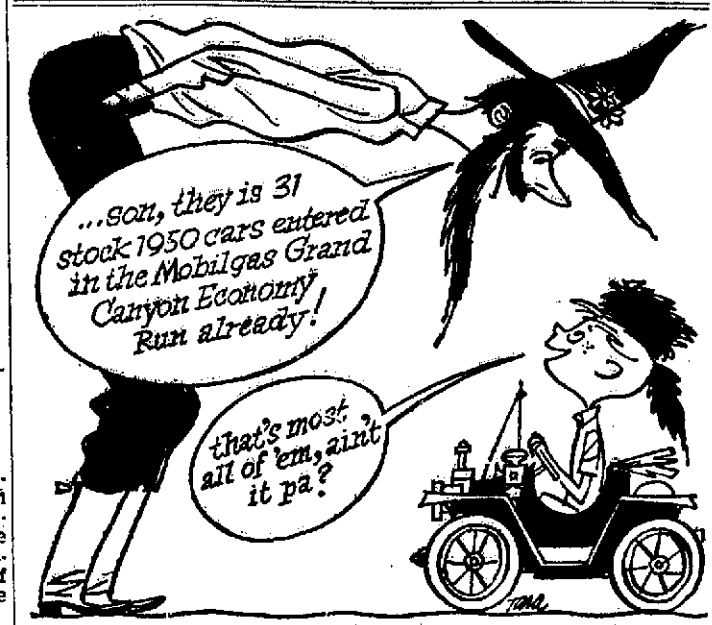
In the new "Whirlaway" Hydra-Matic drive introduced on 1950 Oldsmobiles, hydraulic pressure controls and operates the gear-shifting mechanism. Pressure is reduced at the time of light loads and increased at the time of heavier loads.

## '49 Car Output Set Record

DETROIT. The nation's auto industry built 6,238,088 motor vehicles last year.

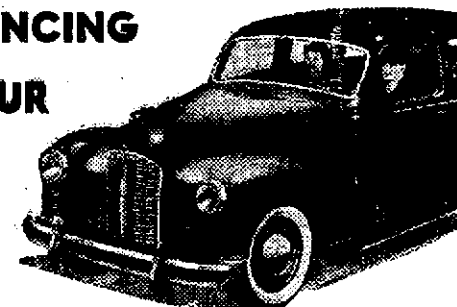
Announcing the final official factory sales figures, the Automobile Manufacturers Association said the volume topped the industry's two best previous years—1929, by 16 per cent, and 1948, by 18 per cent. Only 277,735 vehicles were shipped abroad. This is 36 per cent below the export volume of 1948.

The association's figures show last year's total was made up of 5,106,841 passenger cars; 1,123,736 trucks and 551 motor coaches. In 1948 the figures were 3,908,270 cars, 1,363,856 trucks and 12,289 motor coaches.



## ANNOUNCING

**YOUR  
NEW  
AUSTIN**



DEALER in LONG BEACH

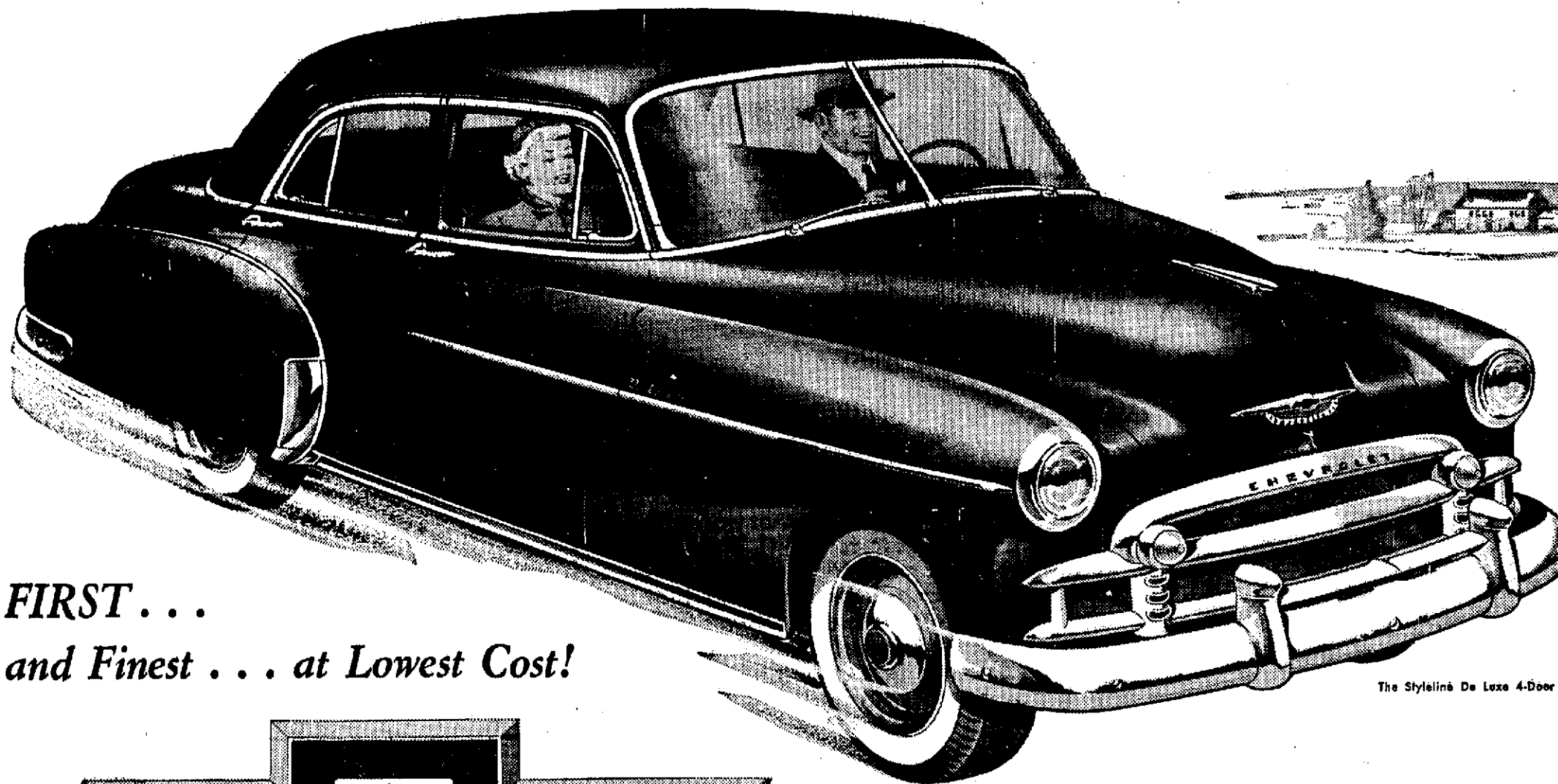
**BLAKE AND ROSCOE**

CORNER ATLANTIC and ANAHEIM

Phone 70-6941

WE WILL ALSO HAVE  
**FINE USED CARS**

**Chevrolet alone**  
*in the low-price field gives you the highest dollar value...*  
**famous Fisher Body... lower cost motoring!**



The Stylin' De Luxe 4-Door Sedan

**FIRST...**  
**and Finest... at Lowest Cost!**



**AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY!**

Here's your buy for 1950 . . . for all the things you want in a motor car . . . **at lowest cost!**

Look at the long, low, smooth-flowing lines, the extra-roomy and extra-luxurious two-tone interiors of its beautifully styled Body by Fisher—exclusive to Chevrolet in its price range.

This is the only low-priced car that offers a choice of automatic or standard drive . . . with the thrilling new Powerglide Automatic Transmission and new 105-h.p. Valve-in-Head Engine for **finest automatic drive results** . . . and with a highly improved, more powerful Valve-in-Head Engine and the famous Silent Synchro-Mesh Transmission for **finest standard drive results—at lowest cost.**

Only Chevrolet in its field brings you the su-

perlative riding-smoothness and road-steadiness of the famous Unitized Knee-Action Ride, with air-plane-type shock absorbers on all four wheels.

And then there's Center-Point Steering for finest steering-ease . . . Curved Windshield with Panoramic Visibility . . . proved Certi-Safe Hydraulic Brakes, and Safety Plate Glass in windshield and all windows, for maximum safety-protection for you and your family.

All these advantages are exclusive to Chevrolet in its field—yet Chevrolet offers the **lowest-priced line in its field**—and brings you big savings in gas, oil and upkeep, as well.

Come in today and place your order for this car that is **first and finest at lowest cost!**

Chevrolet—and Chevrolet alone—brings you all these fine car advantages at lowest cost! NEW STYLE-STAR BODIES BY FISHER IN SPARKLING NEW COLOR HARMONIES . . . NEW TWO-TONE FISHER INTERIORS, EXTRA-ROOMY, EXTRA-LUXURIOUS . . . CENTER-POINT STEERING AND UNITIZED KNEE-ACTION RIDE . . . CURVED WINDSHIELD WITH PANORAMIC VISIBILITY (IN FISHER UNISTEEL BODIES) . . . BIGGEST OF ALL LOW-PRICED CARS (LONGEST, HEAVIEST CAR IN ITS FIELD, WITH WIDEST TREAD) . . . PROVED CERTI-SAFE HYDRAULIC BRAKES . . . AND, OF COURSE, CHEVROLET IS EXTRA-ECONOMICAL TO OWN, OPERATE AND MAINTAIN.

## POWERglide AUTOMATIC TRANSMISSION\*

Here, for the first time in low-cost motoring, is a truly automatic drive. Chevrolet's exclusive Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine, most powerful in its field, bring you an entirely new kind of smooth-flowing movement at all speeds, without clutch pedal, "clutch pushing" or gearshifting. All this with traditional Chevrolet economy in over-all driving!

\*Combination of Powerglide Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

**BEACH CITY CHEVROLET CO.**

1800 E. FOURTH ST.—PHONE 7-2766—LONG BEACH, CALIF.

**GEO. E. HOOVER, INC.**

601 AMERICAN AVE.—PHONE 6-5291—LONG BEACH, CALIF.

**HARBOR CHEVROLET CO.**

601 E. ANAHEIM ST.—PHONE 6-3293—LONG BEACH, CALIF.



**SEARS**  
Long Beach

# Sale! FURNITURE and RUGS

FURNITURE BEDSPREADS DINNERWARE HOUSEWARES FLOOR COVERINGS LAMPS CURTAINS SLIP COVERS

Stores 286 pounds of food!

**7.6 FT. FREEZER**

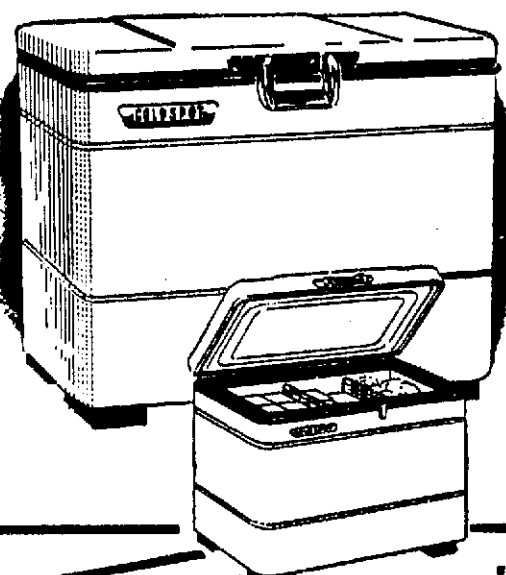
**219<sup>95</sup>**

New 1950 model, just right for most kitchens! Fits into 41x32-inch floor space. Direct control coil refrigeration. A wonderful buy!

**Only \$10 down!**

Sears Easy Terms Usual Carrying Charge

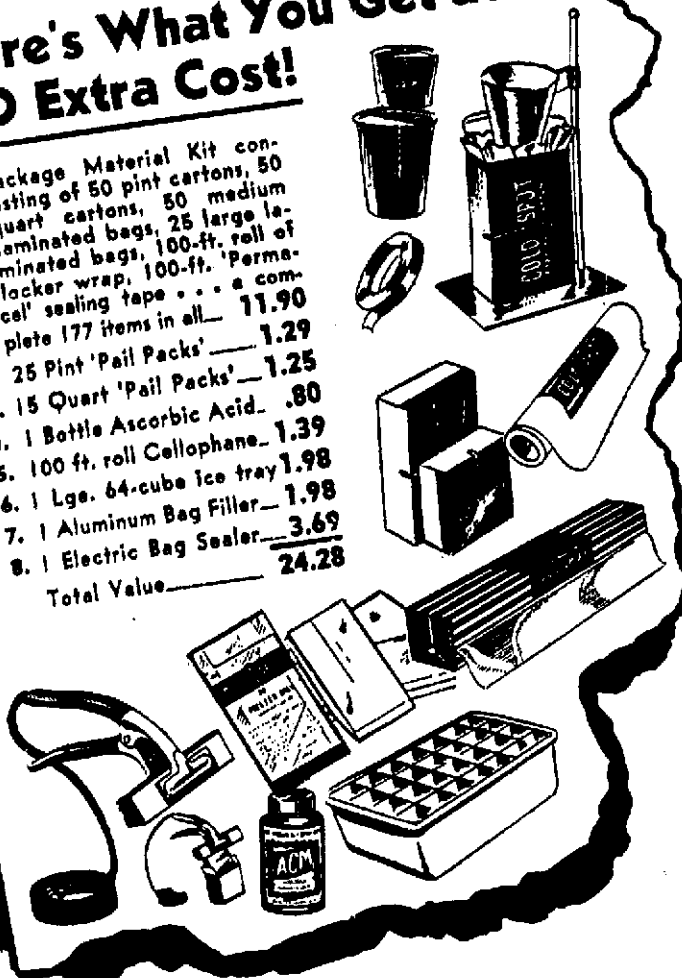
See the extras you get below!



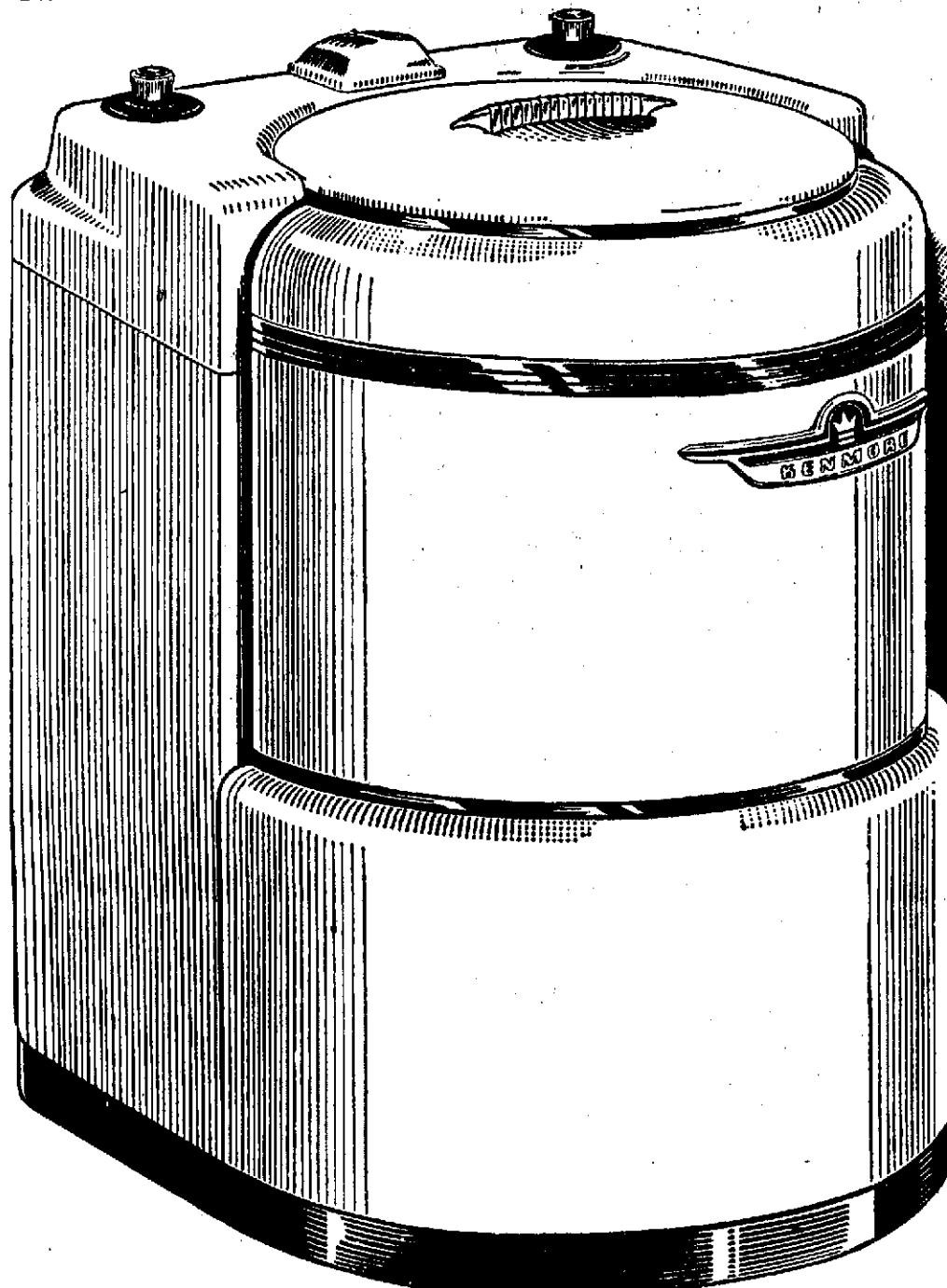
**Here's What You Get at NO Extra Cost!**

1. Package Material Kit consisting of 50 pint cartons, 50 quart cartons, 50 medium quart cartons, 25 large laminated bags, 100-ft. roll of laminated wrap, 100-ft. 'Perma-locker' tape . . . a complete 177 items in all. **11.90**
2. 25 Pint 'Pail Packs' **1.29**
3. 15 Quart 'Pail Packs' **1.25**
4. 1 Bottle Ascorbic Acid **.80**
5. 100 ft. roll Cellophane **1.39**
6. 1 Lge. 64-cube Ice tray **1.98**
7. 1 Aluminum Bag Filler **1.98**
8. 1 Electric Bag Sealer **3.69**

Total Value **24.28**



## FULLY AUTOMATIC KENMORE WASHER



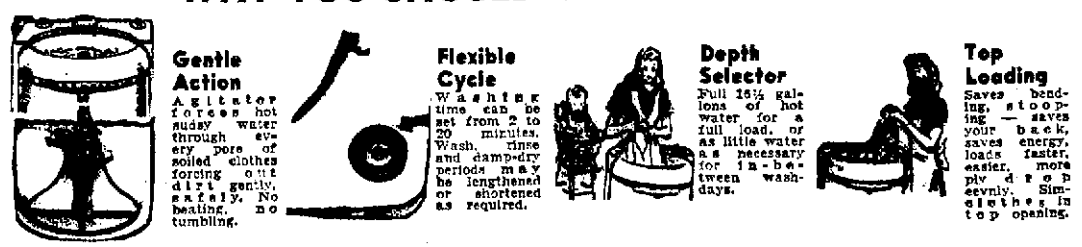
**209<sup>95</sup>**

**Only \$10 down**

- Compact and modern in design, stands 35 inches high. Saves stooping, bending, reaching!
- Wonderful Suds-Saver, uses less soap and hot water. Only 'Kenmore' has it!
- Large tub, washes clothes cleaner, faster. And more can be added during operation.
- The flexible automatic controls permit repeating or skipping any operation during process!
- Cleans automatically! Drains automatically! Shuts off automatically!
- It's safe! No wringers, no moving parts are exposed to cause accidents!
- Permits faster drying, gets clothes 25% drier than ordinary wringer.
- Made ONLY for Sears! Sold ONLY by Sears! Fully guaranteed by Sears! See it today!

This beautiful 'Kenmore' washer works like magic! Load it, set it, forget it! That's all, until the wash is ready for the line. Think of the greater savings in work and time; and the savings in clothes, for 'Kenmore' is more gentle, more complete with its water-washing action. Sears offers this wonder-worker at a money-saving price! Now, at Sears!

### WHY YOU SHOULD OWN A KENMORE



**7.4 Cu. Ft.**

**Coldspot Was 194.95**

**189<sup>95</sup>**

\$8 Down, Sears Easy Terms, Usual Carrying Charge

- 11.6 quart capacity vegetable crisper
- 23.2 pounds capacity freezer chest

Semi-de luxe model with 13.6 square feet of shelf area, chrome plated automatic door latch. Roomy, space-saving interior arrangement, glass meat storage tray. Seamless steel cabinet, 3 inches of 'Coldex' insulation.



**7.2 Cu. Ft.**

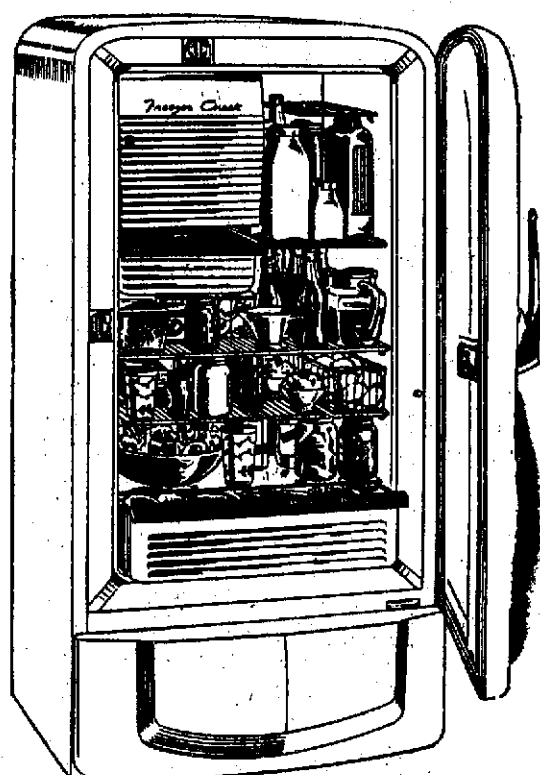
**Coldspot Was 224.95**

**219<sup>95</sup>**

\$10 Down, Sears Easy Terms, Usual Carrying Charge

- Full width crisper, 22-quart capacity
- Freezer chest with 27.1 pounds capacity

Spacious family size 'Space-master' de luxe model, packed with features you want. Watermelon shelf, 3 covered left-over dishes, one water bottle, egg basket, 15.1-lb. capacity meat storage drawer. 14.4 sq. ft. of shelf area.



**9.6 Cu. Ft.**

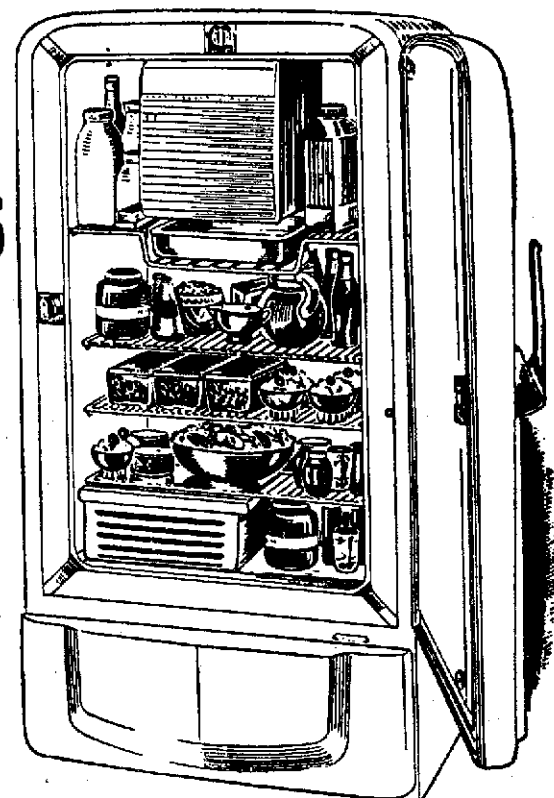
**Coldspot Was 229.95**

**224<sup>95</sup>**

\$10 Down, Sears Easy Terms, Usual Carrying Charge

- 11.6 quart capacity vegetable crisper
- 15.4 sq. ft. of rust-resisting shelf area

Giant storage space—amazing low price! Eye-level cold control with unlimited settings, roll-a-latch automatic door latch, defrost reminder indicates when defrosting is necessary. Meat storage tray holds 9.5 lbs. of meat.



Open Monday 12:30 to 9:15 . . .

Tuesday, Wednesday, 9:30 to 5:30

*"Satisfaction guaranteed or your money back"* **SEARS**

AMERICAN at FIFTH  
PARK FREE PHONE 6-9721